



125 West 55th St
New York, NY 10019

Contract # 27669906	Changes as of: 2/24/2022 at 10:48 AM	Version: Highlighting Revision 1
CPE: PAXT/ORDR/226301	Flight: 2/25/22 - 3/1/22	Station: KETK
Agency: Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	Advertiser: Ken Paxton Campaign Product: Order Agency Order #: 30078367	Market: Tyler Office: WASHINGTON Service: Nielsen
	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Con Type: POLITICAL/VOTE Total \$: \$2,060.00 Total Spots: 41 Total CPP: \$40.95
	Separation:	Primary Demo: Adults 35+ Assistant: JENNA NUBAR 202-872-5880

Comments: REV PAXTON ORDERS FOR EST 226301 SEE MY EMAIL.... ALL TOTALS HAVE CHANGED PLEASE CONFIRM, THANKS FRAN

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	2/25 - 3/1					Total Spots	Total \$	CPP*	GRP*	
								2/25	2/26	2/27	2/28	3/1					
REV+ 1	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$20.00	1.3	5,100	30	0	1	0	0	1	1	3	\$60.00	\$15.38	3.9
ADD 1X FRI Changes: A35P Rating from 1.3 to 1.3, A35P Impression from 0 to 5100																	
REV+ 2	M-F 11a-12n		EAST TEXAS LIVE	\$20.00	1.1	4,200	30	0	1	0	0	2	2	5	\$100.00	\$18.18	5.5
ADD 1X FRI Changes: A35P Rating from 1.1 to 1.1, A35P Impression from 0 to 4200																	
3	M-F 12n-1p		DAYS OF OUR LIVES-NB	\$50.00	1.3	4,900	30	0	0	0	1	0	1	1	\$50.00	\$38.46	1.3
Changes: A35P Rating from 1.3 to 1.3, A35P Impression from 0 to 4900																	
4	M-F 3p-4p		DR. PHIL	\$30.00	0.9	3,400	30	2	0	0	2	0	0	4	\$120.00	\$33.33	3.6
Changes: A35P Rating from 0.9 to 0.9, A35P Impression from 0 to 3400																	
CAN 5	M-F 7a-9a		TODAY SHOW-NBC	\$40.00	0.9	0	30	0	0	0	0	0	0	0	\$0.00	\$44.44	0.0
REV+ 6	M-F 4p-4:30p		KETK NEWS AT 4P	\$40.00	1.1	4,100	30	1	1	0	0	1	2	4	\$160.00	\$36.36	4.4
ADD 1X FRI, MON Changes: A35P Rating from 1.1 to 1.1, A35P Impression from 0 to 4100																	
7	M-F 5p-5:30p		LIVE ATFIVE	\$60.00	1.8	7,000	30	1	0	0	1	0	0	2	\$120.00	\$33.33	3.6
Changes: A35P Rating from 1.8 to 1.8, A35P Impression from 0 to 7000																	
8	M-F 6p-6:30p		KETK NEWS AT 6	\$60.00	1.8	6,800	30	1	0	0	1	0	0	2	\$120.00	\$33.33	3.6
Changes: A35P Rating from 1.8 to 1.8, A35P Impression from 0 to 6800																	
9	M-F 10p-10:35p		KETK NEWS AT 10	\$100.00	1.1	4,300	30	1	0	0	1	0	0	2	\$200.00	\$90.91	2.2
Changes: A35P Rating from 1.1 to 1.1, A35P Impression from 0 to 4300																	
10	Sa 10p-10:30p		KETK NEWS AT 10	\$100.00	1.5	4,900	30	0	1	0	0	0	0	1	\$100.00	\$66.67	1.5
Changes: A35P Rating from 1.5 to 1.5, A35P Impression from 0 to 4900																	
11	Su 10p-10:35p		KETK NEWS AT 10	\$175.00	1.5	22,300	30	0	0	1	0	0	0	1	\$175.00	\$116.67	1.5
Changes: A35P Rating from 1.5 to 1.5, A35P Impression from 0 to 22300																	
12	M-F 6:30p-7p		ENTERTAINMENT TONIGH	\$70.00	1.4	5,400	30	1	0	0	1	0	0	2	\$140.00	\$50.00	2.8
Changes: A35P Rating from 1.4 to 1.4, A35P Impression from 0 to 5400																	
REV+ 13	F 8p-10p		DATLINE FRI-NBC	\$90.00	1.9	7,300	30	0	1	0	0	0	0	1	\$90.00	\$47.37	1.9
Changes: A35P Rating from 1.9 to 1.9, A35P Impression from 0 to 7300																	



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	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Con Type: POLITICAL/VOTE Total \$: \$2,060.00 Total Spots: 41 Total CPP: \$40.95
	Separation:	Primary Demo: Adults 35+ Assistant: JENNA NUBAR 202-872-5880
		Total GRP: 50.3 Traffic #: 3396134

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	2/25 - 3/1					Total Spots	Total \$	CPP*	GRP*	
								2/25	2/26	2/27	2/28	3/1					
14	Sa 2p-5p		PGA: HONDA CLASSIC	\$100.00	1.5	0	30	0	1	0	0	0	1	\$100.00	\$66.67	1.5	
<i>Changes: A35P Rating from 1.5 to 1.5, A35P Impression from 0 to 0</i>																	
15	Su 2p-5p		PGA: HONDA CLASSIC	\$100.00	2.0	0	30	0	0	1	0	0	1	\$100.00	\$50.00	2.0	
<i>Changes: A35P Rating from 2 to 2, A35P Impression from 0 to 0</i>																	
REV+ 16	M-F 7a-9a		TODAY SHOW-NBC	\$25.00	0.9	3,500	30	0	2	0	0	2	2	6	\$150.00	\$27.78	5.4
<i>ADD 2X FRI Changes: A35P Rating from 0.9 to 0.9, A35P Impression from 0 to 3500</i>																	
17	M-F 6a-7a		NEWS	\$20.00	0.6	2,400	30	0	0	0	2	1	3	\$60.00	\$33.33	1.8	
<i>REBATES Changes: Day/Time from M-Tu 6a-7a to M-F 6a-7a, Program from News to NEWS, A35P Rating from 0 to 0.6, A35P Impression from 0 to 2400</i>																	
CAN 18	F 9p-10p		Dateline	\$90.00	1.9	0	30	1	0	0	0	0	1	4	\$90.00	\$47.37	1.9
REV+ 19	Sa 5p-5:30p		KETK LIVE AT 5	\$95.00	2.0	7,900	30	0	0	1	0	0	0	1	\$95.00	\$47.50	2.0
<i>ADD</i>																	
REV+ 20	Su 5p-5:30p		KETK LIVE AT 5	\$120.00	1.8	7,000	30	0	0	0	1	0	0	1	\$120.00	\$66.67	1.8
<i>ADD</i>																	
TOTALS:								13	3	3	16	6	41	\$2,060.00	\$40.95	50.3	



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		Total GRP: 50.3 Traffic #: 3396134

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
02/24/22 10:48 AM	GOTOSTRATA\jnuhar	REV PAXTON ORDERS FOR EST 226301 SEE MY EMAIL.... ALL TOTALS HAVE CHANGED PLEASE CONFIRM, THANKS FRAN
02/16/22 10:40 AM	Amanda Caracheo	TPC
01/28/22 4:33 PM	Amanda Caracheo	MG dt LUR
01/28/22 10:32 AM	System	Notice Received.
01/28/22 8:33 AM	JENNA NUBAR	NEW ORDER FOR PAXTON CAMPAIGN EST 226301; NOTE NO SPOTS TO AIR BEFORE 3P FRI 2/25 OR AFTER 12N TUE 3/1 PLEASE CONFIRM; THANKS, FRAN

Competitive Information	
Market Budget:	\$8,900
KETK Share:	15%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	41	\$2,060.00	\$40.95	50.3
Total	100%	41	\$2,060.00	\$40.95	50.3

Monthly Summary		
Month	Spots	Dollars
2022-Feb	19	\$1,300.00
2022-Mar	22	\$760.00
Total	41	\$2,060.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	2/24/22 10:48 AM	GOTOSTRATA\jnuhar	Revised	9	1	\$385.00	\$2,060.00	Changes: Comments from NEW ORDER FOR PAXTON CAMPAIGN EST 226301; NOTE NO SPOTS TO AIR BEFORE 3P FRI 2/25 OR AFTER 12N TUE 3/1 PLEASE CONFIRM; THANKS, FRAN to REV PAXTON ORDERS FOR EST 226301 SEE MY EMAIL.... ALL TOTALS HAVE CHANGED PLEASE CONFIRM, THANKS FRAN , Total \$ from \$1,675.00 to \$2,060.00, Total GRPs from 38.3 to 50.3, Total Spots from 33 to 41, Total CPP from \$43.73 to \$40.95. 20 buylines added or modified.
Makegood 2	2/16/22 10:40 AM	Amanda Caracheo	Confirmed	1	1	\$0	\$1,675.00	Changes: 2 buylines added or modified.
Makegood 1	1/28/22 4:33 PM	JENNA NUBAR	Confirmed	7	4	\$0	\$1,675.00	Changes: Total Spots from 30 to 33, Total GRPs from 32.7 to 38.3, Total CPP from \$40.83 to \$43.73, Total GIMPs from 0 to 38, Total CPM from \$0.00 to \$43,733.68. 3 buylines added or modified.
Queued for Electronic Contracting	1/28/22 8:59 AM					\$0	\$0	
New	1/28/22 8:33 AM	JENNA NUBAR	Confirmed	30		\$1,675.00	\$1,675.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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