



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27660662	<b>Changes as of:</b> 1/12/2022 at 12:27 PM	<b>Version:</b> Highlighting Makegood 1	<b>Status:</b> Confirmed
<b>CPE:</b> PAXT/ORDR/118124	<b>Flight:</b> 1/18/22 - 1/24/22	<b>Station:</b> KETK	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	<b>Advertiser:</b> Ken Paxton Campaign <b>Product:</b> Order	<b>Market:</b> Tyler <b>Office:</b> WASHINGTON <b>Service:</b> Nielsen	<b>Total \$:</b> \$3,570.00 <b>Total Spots:</b> 65 <b>Total CPP:</b> \$42.40
	<b>Agency Order #:</b> 30078202	<b>Buyer:</b> Berg, Fran <b>Salesperson:</b> JENNA NUBAR 202-872-5880	<b>Total GRP:</b> 84.2 <b>Traffic #:</b> 3371744

**Separation:**

**Comments:** NEW ORDER FOR KEN PAXTON CAMPAIGN EST 118124 - 1/18-1/24 PLEASE CONFIRM; THANKS, FRAN

#	Day/Time	DP	Program	Rate	A35P Rating	Len	1/18 - 1/24						Total Spots	Total \$	CPP*	GRP*				
							1/18	1/19	1/20	1/21	1/22	1/23					1/24			
MSD 1	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$30.00	1.3	30	1	0	1	0	1	0	0	0	1	0	0	\$0.00	\$23.08	0.0
MSD 2	M-F 11a-12n		EAST TEXAS LIVE	\$25.00	1.0	30	2	0	2	0	2	0	0	0	2	0	0	\$0.00	\$25.00	0.0
MSD 5	M-F 7a-9a		TODAY SHOW-NBC	\$40.00	0.9	30	1	0	1	0	1	0	0	0	1	0	0	\$0.00	\$44.44	0.0
MGD 16	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$20.00	1.3	30	1	1	1	1	0	0	0	0	1	0	5	\$100.00	\$15.38	6.5
MGD 17	M-F 11a-12n		EAST TEXAS LIVE	\$20.00	1.0	30	2	2	2	2	0	0	0	0	2	0	10	\$200.00	\$20.00	10.0
MGD 18	M-F 7a-9a		TODAY SHOW-NBC	\$25.00	0.9	30	2	2	2	2	0	0	0	0	2	0	10	\$250.00	\$27.78	9.0
MGD 19	M-F 1p-2p		Rachael Ray	\$25.00	0.0	30	1	1	0	0	0	0	0	0	0	0	2	\$50.00	\$0.00	0.0
<b>TOTALS:</b>							<b>13</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>1</b>	<b>0</b>	<b>12</b>				<b>65</b>	<b>\$3,570.00</b>	<b>\$42.40</b>	<b>84.2</b>

Makegood Comments			
Date/Time	Action	Added by	Comment
01/12/22 12:27 PM	Sent To Rep	Amanda Caracheo	MG dt LUR