



125 West 55th St  
New York, NY 10019

|   |  |   |
|---|--|---|
| <b>Contract #</b> 27669906  | <b>Changes as of:</b> 2/24/2022 at 1:37 PM   | <b>Version:</b> Highlighting Revision 2   |
| <b>CPE:</b> PAXT/ORDR/226301  | <b>Flight:</b> 2/25/22 - 3/1/22  | <b>Station:</b> KETK  |
| <b>Agency:</b> Smart Media Group<br>PO BOX 26067<br>ALEXANDRIA, VA<br>22313 | <b>Advertiser:</b> Ken Paxton Campaign<br><b>Product:</b> Order<br><b>Agency Order #:</b> 30078367 | <b>Market:</b> Tyler<br><b>Office:</b> WASHINGTON<br><b>Service:</b> Nielsen  |
|   | <b>Buyer:</b> Berg, Fran<br><b>Salesperson:</b> JENNA NUBAR<br>202-872-5880                        | <b>Con Type:</b> POLITICAL/VOTE<br><b>Total \$:</b> \$2,015.00<br><b>Total Spots:</b> 39<br><b>Total CPP:</b> \$41.72 |
|   | <b>Separation:</b>   | <b>Primary Demo:</b> Adults 35+<br><b>Assistant:</b> JENNA NUBAR<br>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 |             |          |          |      |
| 1               | M-F<br>9a-10a     |    | TODAY THIRD HOUR-NBC | \$20.00  | 1.3         | 5,100           | 30  | 1          | 0    | 0    | 1    | 1   | 3           | \$60.00  | \$15.38  | 3.9  |
| ADD 1X FRI      |                   |    |                      |          |             |                 |     |            |      |      |      |     |             |          |          |      |
| REV- 2          | M-F<br>11a-12n    |    | EAST TEXAS LIVE      | \$20.00  | 1.1         | 4,200           | 30  | 1          | 0    | 0    | 2    | 2   | 4           | \$80.00  | \$18.18  | 4.4  |
| ADD 1X FRI      |                   |    |                      |          |             |                 |     |            |      |      |      |     |             |          |          |      |
| 3               | M-F<br>12n-1p     |    | DAYS OF OUR LIVES-NB | \$50.00  | 1.3         | 4,900           | 30  | 0          | 0    | 0    | 1    | 0   | 1           | \$50.00  | \$38.46  | 1.3  |
| 4               | M-F<br>3p-4p      |    | DR. PHIL             | \$30.00  | 0.9         | 3,400           | 30  | 2          | 0    | 0    | 2    | 0   | 4           | \$120.00 | \$33.33  | 3.6  |
| 6               | M-F<br>4p-4:30p   |    | KETK NEWS AT 4P      | \$40.00  | 1.1         | 4,100           | 30  | 2          | 0    | 0    | 2    | 0   | 4           | \$160.00 | \$36.36  | 4.4  |
| ADD 1X FRI, MON |                   |    |                      |          |             |                 |     |            |      |      |      |     |             |          |          |      |
| 7               | M-F<br>5p-5:30p   |    | LIVE ATFIVE          | \$60.00  | 1.8         | 7,000           | 30  | 1          | 0    | 0    | 1    | 0   | 2           | \$120.00 | \$33.33  | 3.6  |
| 8               | M-F<br>6p-6:30p   |    | KETK NEWS AT 6       | \$60.00  | 1.8         | 6,800           | 30  | 1          | 0    | 0    | 1    | 0   | 2           | \$120.00 | \$33.33  | 3.6  |
| 9               | M-F<br>10p-10:35p |    | KETK NEWS AT 10      | \$100.00 | 1.1         | 4,300           | 30  | 1          | 0    | 0    | 1    | 0   | 2           | \$200.00 | \$90.91  | 2.2  |
| 10              | Sa<br>10p-10:30p  |    | KETK NEWS AT 10      | \$100.00 | 1.5         | 4,900           | 30  | 0          | 1    | 0    | 0    | 0   | 1           | \$100.00 | \$66.67  | 1.5  |
| 11              | Su<br>10p-10:35p  |    | KETK NEWS AT 10      | \$175.00 | 1.5         | 22,300          | 30  | 0          | 0    | 1    | 0    | 0   | 1           | \$175.00 | \$116.67 | 1.5  |
| 12              | M-F<br>6:30p-7p   |    | ENTERTAINMENT TONIGH | \$70.00  | 1.4         | 5,400           | 30  | 1          | 0    | 0    | 1    | 0   | 2           | \$140.00 | \$50.00  | 2.8  |
| 13              | F<br>8p-10p       |    | DATELINE FRI-NBC     | \$90.00  | 1.9         | 7,300           | 30  | 1          | 0    | 0    | 0    | 0   | 1           | \$90.00  | \$47.37  | 1.9  |
| 14              | Sa<br>2p-5p       |    | PGA: HONDA CLASSIC   | \$100.00 | 1.5         | 0               | 30  | 0          | 1    | 0    | 0    | 0   | 1           | \$100.00 | \$66.67  | 1.5  |
| 15              | Su<br>2p-5p       |    | PGA: HONDA CLASSIC   | \$100.00 | 2.0         | 0               | 30  | 0          | 0    | 1    | 0    | 0   | 1           | \$100.00 | \$50.00  | 2.0  |
| REV- 16         | M-F<br>7a-9a      |    | TODAY SHOW-NBC       | \$25.00  | 0.9         | 3,500           | 30  | 2          | 0    | 0    | 2    | 2   | 5           | \$125.00 | \$27.78  | 4.5  |
| ADD 2X FRI      |                   |    |                      |          |             |                 |     |            |      |      |      |     |             |          |          |      |
| 17              | M-F<br>6a-7a      |    | NEWS                 | \$20.00  | 0.6         | 2,400           | 30  | 0          | 0    | 0    | 2    | 1   | 3           | \$60.00  | \$33.33  | 1.8  |
| REBATES         |                   |    |                      |          |             |                 |     |            |      |      |      |     |             |          |          |      |
| 19              | Sa<br>5p-5:30p    |    | KETK LIVE AT 5       | \$95.00  | 2.0         | 7,900           | 30  | 0          | 1    | 0    | 0    | 0   | 1           | \$95.00  | \$47.50  | 2.0  |
| ADD             |                   |    |                      |          |             |                 |     |            |      |      |      |     |             |          |          |      |



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| <b>Contract #</b> 27669906  | <b>Changes as of:</b> 2/24/2022 at 1:37 PM   | <b>Version:</b> Highlighting Revision 2  |
| <b>CPE:</b> PAXT/ORDR/226301  | <b>Flight:</b> 2/25/22 - 3/1/22  | <b>Station:</b> KETK   |
| <b>Agency:</b> Smart Media Group<br>PO BOX 26067<br>ALEXANDRIA, VA<br>22313 | <b>Advertiser:</b> Ken Paxton Campaign<br><b>Product:</b> Order<br><b>Agency Order #:</b> 30078367 | <b>Market:</b> Tyler<br><b>Office:</b> WASHINGTON<br><b>Service:</b> Nielsen   |
|   | <b>Buyer:</b> Berg, Fran<br><b>Salesperson:</b> JENNA NUBAR<br>202-872-5880                        | <b>Primary Demo:</b> Adults 35+<br><b>Assistant:</b> JENNA NUBAR<br>202-872-5880   |
|   | <b>Separation:</b>   | <b>Con Type:</b> POLITICAL/VOTE<br><b>Total \$:</b> \$2,015.00<br><b>Total Spots:</b> 39<br><b>Total CPP:</b> \$41.72<br><b>Total GRP:</b> 48.3<br><b>Traffic #:</b> 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 |             |            |         |      |
| 20             | Su<br>5p-5:30p |    | KETK LIVE AT 5 | \$120.00 | 1.8         | 7,000           | 30  | 0          | 0    | 1    | 0    | 0   | 1           | \$120.00   | \$66.67 | 1.8  |
| <b>TOTALS:</b> |                |    |                |          |             |                 |     | 13         | 3    | 3    | 16   | 4   | 39          | \$2,015.00 | \$41.72 | 48.3 |



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|   | <b>Agency Order #:</b> 30078367                                 | <b>Service:</b> Nielsen  |
|   | <b>Buyer:</b> Berg, Fran  | <b>Primary Demo:</b> Adults 35+  |
|   | <b>Salesperson:</b> JENNA NUBAR<br>202-872-5880                 | <b>Assistant:</b> JENNA NUBAR<br>202-872-5880  |
|   | <b>Separation:</b>  | <b>Con Type:</b> POLITICAL/VOTE<br><b>Total \$:</b> \$2,015.00<br><b>Total Spots:</b> 39<br><b>Total CPP:</b> \$41.72<br><b>Total GRP:</b> 48.3<br><b>Traffic #:</b> 3396134 |

|                             |  |
|-----------------------------|--|
| <b>Special Instructions</b> |  |
|-----------------------------|--|

| Order Level Comments |                   |   |
|----------------------|-------------------|---|
| Date/Time            | Added by          | Comment   |
| 02/24/22 2:01 PM     | Amanda Caracheo   | Confirming per email  |
| 02/24/22 1:37 PM     | JENNA NUBAR       | REV PAXTON ORDERS FOR EST 226301 SEE MY EMAIL.... ALL TOTALS HAVE CHANGED PLEASE CONFIRM, THANKS FRAN                               |
| 02/24/22 1:25 PM     | System            | Notice Received.  |
| 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 |                     |
|-------------------------|---------------------|
| <b>Market Budget:</b>   | \$8,900             |
| <b>KETK Share:</b>      | 15%                 |
| <b>Comment:</b>         |                     |
|                         | Competitive Unknown |

| Daypart Summary |             |           |                   |                |             |
|-----------------|-------------|-----------|-------------------|----------------|-------------|
| Day/Time        | % Distrib   | Spots     | Dollars           | CPP            | GRP         |
|                 | 100%        | 39        | \$2,015.00        | \$41.72        | 48.3        |
| <b>Total</b>    | <b>100%</b> | <b>39</b> | <b>\$2,015.00</b> | <b>\$41.72</b> | <b>48.3</b> |

| Monthly Summary |           |                   |
|-----------------|-----------|-------------------|
| Month           | Spots     | Dollars           |
| 2022-Feb        | 19        | \$1,300.00        |
| 2022-Mar        | 20        | \$715.00          |
| <b>Total</b>    | <b>39</b> | <b>\$2,015.00</b> |

| Transaction History               |                  |                   |             |       |       |            |             |  |
|-----------------------------------|------------------|-------------------|-------------|-------|-------|------------|-------------|--|
| Trans                             | Created/Received | Created by        | Status      | Spot+ | Spot- | \$ Chg     | Contract \$ | Comment  |
| Makegood 3                        | 2/24/22 2:01 PM  | Amanda Caracheo   | Sent_To_Rep |       |       | \$0        | \$0         |  |
| Revision                          | 2/24/22 1:37 PM  | JENNA NUBAR       | Confirmed   |       | 2     | -\$45.00   | \$2,015.00  | Changes: Total Spots from 41 to 39, Calculated Dollars from \$2,060.00 to \$2,015.00, Total GRPs from 50.3 to 48.3, Total CPP from \$40.95 to \$41.72, Origuser Entered Dollars to \$2,060.00, User Entered \$ from \$0.00 to \$2,015.00, Total \$ from \$2,060.00 to \$2,015.00. 2 buylines added or modified.  |
| Revision                          | 2/24/22 10:48 AM | GOTOSTRATA\jnuhar | Confirmed   | 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  |  |



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|   | <b>Separation:</b>  |  |  |

**Policy**

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.