



125 West 55th St
New York, NY 10019

Contract # 27668544

Changes as of: 1/26/2022 at 10:07 AM

Version: Original Order

CPE: PAXT/ORDR/222225

Flight: 2/22/22 - 2/25/22

Station: KETK

Con Type: POLITICAL/NOTE

Agency: Smart Media Group

Advertiser: Ken Paxton Campaign

Market: Tyler

Total: \$: \$7,500.00

PO BOX 26067

Product: Order

Office: WASHINGTON

Total Spots: 113

ALEXANDRIA, VA

Agency Order #: 30078339

Service: Nielsen

Total CPE: \$47.11

Buyer: Berg, Fran

Primary Demo: Adults 35+

Traffic #: 3393067

Salesperson: JENNA NUBAR

Assistant: JENNA NUBAR

Comments: NEW ORDER FOR KEN PAXTON CAMPAIGN EST 222225 ; AIRING 2/22-2/25 NO SPOTS TO AIR PAST FRI 3P PLEASE CONFIRM. THANKS.

Separation: FRAN

#	Day/Time	DP	Program	Rate	ASPP Rating	Len	2/22 - 2/25					Total Spots	Total \$	CPP*	GRP*
							2/22	2/23	2/24	2/25					
1	M-F 9a-10a		TODAY THRD HOUR-NBC	\$20.00	1.3	30	2	2	2	2	8	\$160.00	\$15.38	10.4	
2	M-F 10a-11a		TODAY WITH HODA & JE	\$25.00	0.8	30	2	2	2	2	8	\$200.00	\$31.25	6.4	
3	M-F 11a-12n		EAST TEXAS LIVE	\$20.00	1.1	30	3	3	3	3	12	\$240.00	\$18.18	13.2	
4	M-F 12n-1p		DAYS OF OUR LIVES-NB	\$50.00	1.3	30	1	1	1	1	4	\$200.00	\$38.46	5.2	
5	M-F 3p-4p		DR. PHIL	\$30.00	0.9	30	3	3	2	0	8	\$240.00	\$33.33	7.2	
6	M-F 7a-9a		TODAY SHOW-NBC	\$40.00	0.9	30	4	4	4	4	16	\$640.00	\$44.44	14.4	
7	M-F 4p-4:30p		KETK NEWS AT 4P	\$40.00	1.1	30	2	2	2	0	6	\$240.00	\$36.36	6.6	
8	M-F 4:30p-5p		KETK NEWS AT 4:30P	\$40.00	1.3	30	3	3	3	0	9	\$360.00	\$30.77	11.7	
9	M-F 5p-5:30p		LIVE AT FIVE	\$60.00	1.8	30	2	2	2	0	6	\$360.00	\$33.33	10.8	
10	M-F 6p-6:30p		KETK NEWS AT 6	\$60.00	1.8	30	3	3	3	0	9	\$540.00	\$33.33	16.2	
11	M-F 10p-10:35p		KETK NEWS AT 10	\$100.00	1.1	30	2	2	2	0	6	\$600.00	\$90.91	6.6	
12	M-F 6:30p-7p		ENTERTAINMENT TONIGH	\$70.00	1.4	30	2	2	2	0	6	\$420.00	\$50.00	8.4	
13	Tu 8p-9p		THIS IS US-NBC	\$600.00	3.5	30	1	0	0	0	1	\$600.00	\$171.43	3.5	
14	Tu 9p-10p		NEW AMSTERDAM-NBC	\$150.00	2.4	30	2	0	0	0	2	\$300.00	\$62.50	4.8	
15	W 7p-8p		CHICAGO MED-NBC	\$250.00	2.9	30	0	2	0	0	2	\$500.00	\$86.21	5.8	
16	W 8p-9p		CHICAGO FIRE-NBC	\$250.00	4.0	30	0	2	0	0	2	\$500.00	\$62.50	8.0	
17	W 9p-10p		CHICAGO PD-NBC	\$250.00	3.8	30	0	2	0	0	2	\$500.00	\$65.79	7.6	
18	Th 7p-8p		LAW & ORDER-NBC	\$150.00	2.4	30	0	0	2	0	2	\$300.00	\$62.50	4.8	
19	Th 8p-9p		LAW & ORDER: SVU-NBC	\$150.00	1.9	30	0	0	2	0	2	\$300.00	\$78.95	3.8	
20	Th 9p-10p		LAW & ORDER: ORGANIZ	\$150.00	1.9	30	0	0	2	0	2	\$300.00	\$78.95	3.8	
TOTALS:							32	35	34	12	113	\$7,500.00	\$47.11	159.2	



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22313

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Salesperson: JENNA NUBAR

Assistant: JENNA NUBAR

Traffic #: 3393067

Separation:

202-872-5880

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
01/31/22 6:44 AM	JENNA NUBAR	NEW ORDER FOR KEN PAXTON CAMPAIGN EST 222225 ; AIRING 2/22-2/25 NO SPOTS TO AIR PAST FRI 3P PLEASE CONFIRM; THANKS, FRAN
01/26/22 2:55 PM	System	Notice Received.
01/26/22 10:08 AM	JENNA NUBAR	NEW ORDER FOR KEN PAXTON CAMPAIGN EST 222225 ; AIRING 2/22-2/25 NO SPOTS TO AIR PAST FRI 3P PLEASE CONFIRM; THANKS, FRAN

Competitive Information	
Market Budget:	\$50,625
KETK Share:	16%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	113	\$7,500.00	\$47.11	159.2
Total	100%	113	\$7,500.00	\$47.11	159.2

Monthly Summary		
Month	Spots	Dollars
2022-Feb	113	\$7,500.00
Total	113	\$7,500.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	1/31/22 6:44 AM	JENNA NUBAR	Confirmed	11		\$0	\$7,500.00	Changes: Total CPP from \$47.01 to \$47.11, Total Spots from 113 to 124, 4 buylines added or modified.
Queued for Electronic Contracting	1/26/22 10:18 AM					\$0	\$0	
New	1/26/22 10:07 AM	JENNA NUBAR	Confirmed	113		\$7,500.00	\$7,500.00	

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.