



125 West 55th St
New York, NY 10019

Contract # 27668575	Changes as of: 2/11/2022 at 11:54 AM	Version: Highlighting Makegood 2	Status: Confirmed
CPE: PAXT/ORDR/215221	Flight: 2/15/22 - 2/21/22	Station: KETK	Con Type: POLITICAL/VOTE
Agency: Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	Advertiser: Ken Paxton Campaign Product: Order Agency Order #: 30078343	Market: Tyler Office: WASHINGTON Service: Nielsen	Total \$: \$8,780.00 Total Spots: 48 Total CPP: \$67.33
	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Primary Demo: Adults 35+ Assistant: JENNA NUBAR 202-872-5880	Total GRP: 130.4 Traffic #: 3393047

Separation:

Comments: REV ORDER FOR KEN PAXTON EST 215221 CHANGES IN ORDERS ARE NOTED IN COMMENTS ALL STATIONS TOTALS HAVE CHANGED PLEASE CONFIRM; THANKS FRAN

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	2/15 - 2/21							Total Spots	Total \$	CPP*	GRP*	
								2/15	2/16	2/17	2/18	2/19	2/20	2/21					
MSD 16	M-F 7a-9a		TODAY SHOW-NBC	\$40.00	0.9	3,500	30	2	2	2	2	0	0	0	0	0	\$0.00	\$44.44	0.0
ADD																			
MGD 19	M-F 7a-9a		TODAY SHOW-NBC	\$75.00	0.9	3,500	30	2	2	2	2	0	0	0	0	8	\$600.00	\$83.33	7.2
ADD																			
TOTALS:								7	7	7	7	3	0	17	48	\$8,780.00	\$67.33	130.4	

Makegood Comments

Date/Time	Action	Added by	Comment
02/11/22 11:54 AM	Sent To Rep	Lori Lohr	Rate to low for 7a-9a