



125 West 55th St
New York, NY 10019

Contract # 27782927	Changes as of: 5/13/2022 at 10:18 AM	Version: Original Order
CPE: PAXT/ORDR/514516	Flight: 5/14/22 - 5/16/22	Station: KETK
Agency: Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	Advertiser: Ken Paxton Campaign Product: Order	Market: Tyler Office: WASHINGTON Service: Nielsen
Agency Order #: 30081088	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Con Type: POLITICAL/VOTE Total \$: \$725.00 Total Spots: 17 Total CPP: \$28.43
Separation:		Primary Demo: Adults 55+ Assistant: JENNA NUBAR 202-872-5880

Comments: NEW ORDER FOR PAXTON EST 514516 PAYMENT SENT TODAY; PLEASE CONFIRM THANKS FRAN

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/14 - 5/16			Total Spots	Total \$	CPP*	GRP*
							5/14	5/15	5/16				
1	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$20.00	1.2	30	0	0	2	2	\$40.00	\$16.67	2.4
2	M-F 11a-12n		EAST TEXAS LIVE	\$35.00	1.3	30	0	0	2	2	\$70.00	\$26.92	2.6
3	M-F 6a-7a		KETK TODAY	\$15.00	0.9	30	0	0	2	2	\$30.00	\$16.67	1.8
4	M-F 7a-9a		TODAY SHOW-NBC	\$20.00	1.0	30	0	0	2	2	\$40.00	\$20.00	2.0
5	M-F 4:30p-5p		KETK NEWS AT 4:30P	\$40.00	1.6	30	0	0	1	1	\$40.00	\$25.00	1.6
6	M-F 5p-5:30p		LIVE AT FIVE	\$40.00	2.4	30	0	0	1	1	\$40.00	\$16.67	2.4
7	M-F 6p-6:30p		KETK NEWS AT6	\$40.00	2.3	30	0	0	1	1	\$40.00	\$17.39	2.3
8	M-F 10p-10:35p		KETK NEWS AT 10	\$95.00	1.7	30	0	0	2	2	\$190.00	\$55.88	3.4
9	Sa 10p-10:30p		KETK NEWS AT 10	\$45.00	1.9	30	1	0	0	1	\$45.00	\$23.68	1.9
10	Su 10p-10:35p		KETK NEWS AT 10	\$50.00	1.5	30	0	1	0	1	\$50.00	\$33.33	1.5
11	M-F 6:30p-7p		ENTERTAINMENT TONIGH	\$70.00	1.8	30	0	0	2	2	\$140.00	\$38.89	3.6
TOTALS:							1	1	15	17	\$725.00	\$28.43	25.5



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Agency: Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	Advertiser: Ken Paxton Campaign Product: Order	Market: Tyler Office: WASHINGTON Service: Nielsen	Total \$: \$725.00 Total Spots: 17 Total CPP: \$28.43
	Agency Order #: 30081088	Primary Demo: Adults 55+	Total GRP: 25.5
	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Assistant: JENNA NUBAR 202-872-5880	Traffic #: 3540996
	Separation:		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/13/22 10:19 AM	JENNA NUBAR	NEW ORDER FOR PAXTON EST 514516 PAYMENT SENT TODAY; PLEASE CONFIRM THANKS FRAN

Competitive Information	
Market Budget:	\$4,533
KETK Share:	15%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	17	\$725.00	\$28.43	25.5
Total	100%	17	\$725.00	\$28.43	25.5

Monthly Summary		
Month	Spots	Dollars
2022-May	17	\$725.00
Total	17	\$725.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/13/22 10:19 AM					\$0	\$0	
New	5/13/22 10:18 AM	JENNA NUBAR	New	17		\$725.00	\$725.00	

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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