



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27668544	<b>Changes as of:</b> 1/31/2022 at 6:44 AM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> PAXT/ORDR/222225	<b>Flight:</b> 2/22/22 - 2/25/22	<b>Station:</b> KETK
<b>Agency:</b> Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	<b>Advertiser:</b> Ken Paxton Campaign <b>Product:</b> Order <b>Agency Order #:</b> 30078339	<b>Market:</b> Tyler <b>Office:</b> WASHINGTON <b>Service:</b> Nielsen
	<b>Buyer:</b> Berg, Fran <b>Salesperson:</b> JENNA NUBAR 202-872-5880	<b>Con Type:</b> POLITICAL/VOTE <b>Total \$:</b> \$7,500.00 <b>Total Spots:</b> 124 <b>Total CPP:</b> \$47.11
	<b>Separation:</b>	<b>Primary Demo:</b> Adults 35+ <b>Assistant:</b> JENNA NUBAR 202-872-5880
<b>Comments:</b> NEW ORDER FOR KEN PAXTON CAMPAIGN EST 222225 ; AIRING 2/22-2/25 NO SPOTS TO AIR PAST FRI 3P PLEASE CONFIRM; THANKS, FRAN		

#	Day/Time	DP	Program	Rate	A35P 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 THIRD 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	\$25.00	0.9	30	4	4	4	4	16	\$400.00	\$27.78	14.4
<i>Changes: Rate from 40 to 25</i>														
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 ATFIVE	\$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



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<b>Agency:</b> Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	<b>Advertiser:</b> Ken Paxton Campaign <b>Product:</b> Order <b>Agency Order #:</b> 30078339	<b>Market:</b> Tyler <b>Office:</b> WASHINGTON <b>Service:</b> Nielsen
	<b>Buyer:</b> Berg, Fran <b>Salesperson:</b> JENNA NUBAR 202-872-5880	<b>Primary Demo:</b> Adults 35+ <b>Assistant:</b> JENNA NUBAR 202-872-5880
	<b>Separation:</b>	<b>Con Type:</b> POLITICAL/VOTE <b>Total \$:</b> \$7,500.00 <b>Total Spots:</b> 124 <b>Total CPP:</b> \$47.11 <b>Total GRP:</b> 159.2 <b>Traffic #:</b> 3393067

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							2/22	2/23	2/24	2/25				
20	Th 9p-10p		LAW & ORDER: ORGANIZ	\$150.00	1.9	30	0	0	2	0	2	\$300.00	\$78.95	3.8
REV+ 21	M-F 6a-7a		News	\$20.00	0.0	30	0	2	0	2	8	\$160.00	\$0.00	0.0
REV+ 22	M-F 5a-6a		News	\$15.00	0.0	30	0	1	0	1	2	\$30.00	\$0.00	0.0
REV+ 23	M-F 12n-1p		Days of Our Lives	\$50.00	0.0	30	0	1	0	0	1	\$50.00	\$0.00	0.0
<b>TOTALS:</b>							<b>36</b>	<b>38</b>	<b>36</b>	<b>14</b>	<b>124</b>	<b>\$7,500.00</b>	<b>\$47.11</b>	<b>159.2</b>



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	<b>Separation:</b>	<b>Primary Demo:</b> Adults 35+ <b>Assistant:</b> JENNA NUBAR 202-872-5880
		<b>Total GRP:</b> 159.2 <b>Traffic #:</b> 3393067

<b>Special Instructions</b>	
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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	
<b>Market Budget:</b>	\$50,625
<b>KETK Share:</b>	16%
<b>Comment:</b>	
Competitive Unknown	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	124	\$7,500.00	\$47.11	159.2
<b>Total</b>	<b>100%</b>	<b>124</b>	<b>\$7,500.00</b>	<b>\$47.11</b>	<b>159.2</b>

Monthly Summary		
Month	Spots	Dollars
2022-Feb	124	\$7,500.00
<b>Total</b>	<b>124</b>	<b>\$7,500.00</b>

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	

<b>Non-Discrimination Policy</b>	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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