



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27669906	<b>Changes as of:</b> 2/24/2022 at 2:04 PM	<b>Version:</b> Highlighting Revision 3
<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 PO BOX 26067 ALEXANDRIA, VA 22313	<b>Advertiser:</b> Ken Paxton Campaign <b>Product:</b> Order <b>Agency Order #:</b> 30078367	<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> \$2,020.00 <b>Total Spots:</b> 39 <b>Total CPP:</b> \$42.00
	<b>Separation:</b>	<b>Primary Demo:</b> Adults 35+ <b>Assistant:</b> JENNA NUBAR 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 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 11a-12n		EAST TEXAS LIVE	\$20.00	1.1	4,200	30	1	0	0	2	1	3	\$60.00	\$18.18	3.3
ADD 1X FRI																
3	M-F 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 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 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 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 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 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 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 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 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 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 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 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 7a-9a		TODAY SHOW-NBC	\$25.00	0.9	3,500	30	2	0	0	2	1	6	\$150.00	\$27.78	5.4
ADD 2X FRI																
17	M-F 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 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>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> 30078367	<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> \$2,020.00 <b>Total Spots:</b> 39 <b>Total CPP:</b> \$42.00 <b>Total GRP:</b> 48.1 <b>Traffic #:</b> 3396134

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								2/25	2/26	2/27	2/28	3/1				
20	Su 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	15	5	39	\$2,020.00	\$42.00	48.1



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	<b>Salesperson:</b> JENNA NUBAR 202-872-5880	<b>Assistant:</b> JENNA NUBAR 202-872-5880
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<b>Special Instructions</b>	
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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	\$2,020.00	\$42.00	48.1
<b>Total</b>	<b>100%</b>	<b>39</b>	<b>\$2,020.00</b>	<b>\$42.00</b>	<b>48.1</b>

Monthly Summary		
Month	Spots	Dollars
2022-Feb	19	\$1,300.00
2022-Mar	20	\$720.00
<b>Total</b>	<b>39</b>	<b>\$2,020.00</b>

Transaction History									
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment	
Revision	2/24/22 2:04 PM	JENNA NUBAR	Revised			\$5.00	\$0	Changes: Calculated Dollars from \$2,015.00 to \$2,020.00, Total GRPs from 48.3 to 48.1, Total CPP from \$41.72 to \$42.00, Origuser Entered Dollars from \$2,060.00 to \$2,015.00, User Entered \$ from \$2,015.00 to \$2,020.00, Total \$ from \$2,015.00 to \$2,020.00. 2 buylines added or modified.	
Makegood 3	2/24/22 2:01 PM	Amanda Caracheo	Confirmed			\$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.	



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Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
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	

<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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