



125 West 55th St
New York, NY 10019

Contract # 27660661	Changes as of: 1/12/2022 at 12:26 PM	Version: Highlighting Makegood 1	Status: Confirmed
CPE: PAXT/ORDR/111117	Flight: 1/11/22 - 1/17/22	Station: KETK	Con Type: POLITICAL/VOTE
Agency: Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	Advertiser: Ken Paxton Campaign Product: Order	Market: Tyler Office: WASHINGTON Service: Nielsen	Total \$: \$3,040.00 Total Spots: 58 Total CPP: \$42.58
	Agency Order #: 30078198	Primary Demo: Adults 35+	Total GRP: 71.4
	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Assistant: JENNA NUBAR 202-872-5880	Traffic #: 3371628

Separation:

Comments: NEW ORDER FOR KEN PAXTON CAMPAIGN EST 111117 - 1/11-11/17 PAYMENT TO BE MADE TODAY PLEASE CONFIRM, THANKS, FRAN

#	Day/Time	DP	Program	Rate	A35P Rating	Len	1/11 - 1/17							Total Spots	Total \$	CPP*	GRP*	
							1/11	1/12	1/13	1/14	1/15	1/16	1/17					
MSD 1	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$30.00	1.3	30	1	1	1	1	0	0	1	0	4	\$120.00	\$23.08	5.2
MSD 2	M-F 11a-12n		EAST TEXAS LIVE	\$25.00	1.0	30	2	2	2	2	0	0	2	0	8	\$200.00	\$25.00	8.0
MSD 5	M-F 7a-9a		TODAY SHOW-NBC	\$40.00	0.9	30	1	1	1	1	0	0	1	0	4	\$160.00	\$44.44	3.6
MGD 14	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$20.00	1.3	30	0	0	0	0	0	0	1		1	\$20.00	\$15.38	1.3
MGD 15	M-F 11a-12n		EAST TEXAS LIVE	\$20.00	1.0	30	0	0	0	0	0	0	2		2	\$40.00	\$20.00	2.0
MGD 16	M-F 7a-9a		TODAY SHOW-NBC	\$25.00	0.9	30	0	0	0	0	0	0	1		1	\$25.00	\$27.78	0.9
MGD 17	M-F 12:36a-1:05a		10P News Repeat	\$15.00	0.0	30	0	0	0	0	0	0	1		1	\$15.00	\$0.00	0.0
MGD 18	M-F 6a-7a		KETK Today	\$20.00	0.0	30	0	0	0	0	0	0	1		1	\$20.00	\$0.00	0.0
TOTALS:							11	11	11	11	1	0	13		58	\$3,040.00	\$42.58	71.4

Makegood Comments			
Date/Time	Action	Added by	Comment
01/12/22 12:26 PM	Sent To Rep	Amanda Caracheo	MG dt LUR