



125 West 55th St
New York, NY 10019

Contract # 27668575	Changes as of: 2/11/2022 at 10:20 AM	Version: Highlighting Revision 2
CPE: PAXT/ORDR/215221	Flight: 2/15/22 - 2/21/22	Station: KETK
Agency: Smart Media Group	Advertiser: Ken Paxton Campaign	Market: Tyler
PO BOX 26067	Product: Order	Office: WASHINGTON
ALEXANDRIA, VA	Agency Order #: 30078343	Service: Nielsen
22313	Buyer: Berg, Fran	Primary Demo: Adults 35+
	Salesperson: JENNA NUBAR	Assistant: JENNA NUBAR
	202-872-5880	202-872-5880

Con Type: POLITICAL/VOTE
Total \$: \$8,500.00
Total Spots: 48
Total CPP: \$65.18
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				
1	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$20.00	1.3	5,100	30	1	1	1	1	0	0	1	5	\$100.00	\$15.38	6.5
<i>Changes: A35P Rating from 1.3 to 1.3, A35P Impression from 0 to 5100</i>																		
2	M-F 11a-12n		EAST TEXAS LIVE	\$20.00	1.1	4,200	30	0	0	0	0	0	0	2	2	\$40.00	\$18.18	2.2
<i>Changes: A35P Rating from 1.1 to 1.1, A35P Impression from 0 to 4200</i>																		
3	M-F 12n-1p		DAYS OF OUR LIVES-NB	\$50.00	1.3	4,900	30	0	0	0	0	0	0	1	1	\$50.00	\$38.46	1.3
<i>Changes: A35P Rating from 1.3 to 1.3, A35P Impression from 0 to 4900</i>																		
4	M-F 3p-4p		DR. PHIL	\$30.00	0.9	3,400	30	0	0	0	0	0	0	2	2	\$60.00	\$33.33	1.8
<i>Changes: A35P Rating from 0.9 to 0.9, A35P Impression from 0 to 3400</i>																		
5	M-F 7a-9a		TODAY SHOW-NBC	\$25.00	0.9	3,500	30	0	0	0	0	0	0	2	2	\$50.00	\$27.78	1.8
<i>Changes: A35P Rating from 0.9 to 0.9, A35P Impression from 0 to 3500</i>																		
6	M-F 4p-4:30p		KETK NEWS AT 4P	\$40.00	1.1	4,100	30	0	0	0	0	0	0	1	1	\$40.00	\$36.36	1.1
<i>Changes: A35P Rating from 1.1 to 1.1, A35P Impression from 0 to 4100</i>																		
7	M-F 4:30p-5p		KETK NEWS AT 4:30P	\$40.00	1.3	4,900	30	0	0	0	0	0	0	1	1	\$40.00	\$30.77	1.3
<i>Changes: A35P Rating from 1.3 to 1.3, A35P Impression from 0 to 4900</i>																		
REV+ 8	M-F 5p-5:30p		LIVE ATFIVE	\$60.00	1.8	7,000	30	0	0	0	0	0	0	1	2	\$120.00	\$33.33	3.6
<i>ADD 1X MON Changes: A35P Rating from 1.8 to 1.8, A35P Impression from 0 to 7000</i>																		
9	M-F 6p-6:30p		KETK NEWS AT 6	\$60.00	1.8	6,800	30	0	0	0	0	0	0	1	1	\$60.00	\$33.33	1.8
<i>Changes: A35P Rating from 1.8 to 1.8, A35P Impression from 0 to 6800</i>																		
REV+ 10	M-F 6:30p-7p		ENTERTAINMENT TONIGH	\$70.00	1.4	5,400	30	0	0	0	0	0	0	1	2	\$140.00	\$50.00	2.8
<i>ADD 1X MON Changes: A35P Rating from 1.4 to 1.4, A35P Impression from 0 to 5400</i>																		
REV+ 11	M-F 6:30p-7p		WINTER OLYMPICS: OLY	\$150.00	2.5	5,400	30	1	2	1	2	1	2	0	0	\$1,200.00	\$60.00	20.0
<i>ADD 1X TU-F Changes: A35P Rating from 2.5 to 2.5, A35P Impression from 0 to 5400</i>																		
REV+ 12	M-Su 7p-10:30p		WINTER OLYMPICS: PRI	\$650.00	8.0	0	30	2	1	2	2	1	2	1	0	\$5,850.00	\$81.25	72.0
<i>ADD 1X WED, FRI Changes: A35P Rating from 8 to 8, A35P Impression from 0 to 0</i>																		



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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
	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Primary Demo: Adults 35+ Assistant: JENNA NUBAR 202-872-5880
	Separation:	Con Type: POLITICAL/VOTE Total \$: \$8,500.00 Total Spots: 48 Total CPP: \$65.18 Total GRP: 130.4 Traffic #: 3393047

#	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					
13	M-F 2p-3p		BARRYMORE	\$30.00	0.0	1,800	30	0	0	0	0	0	0	1	1	\$30.00	\$0.00	0.0	
REBATE Changes: Program from Drew Barrymore to BARRYMORE, A35P Rating from 0 to 0, A35P Impression from 0 to 1800																			
CAN 14	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$20.00	4.3	0	30	4	0	0	0	0	0	0	4	\$20.00	\$15.38	4.3	
REV+ 15	Sa 5p-5:30p		WINTER OLYMPICS: KET	\$150.00	2.5	7,900	30	0	0	0	0	0	2	0	2	\$300.00	\$60.00	5.0	
ADD																			
REV+ 16	M-F 7a-9a		TODAY SHOW-NBC	\$40.00	0.9	3,500	30	0	2	0	2	0	2	0	0	8	\$320.00	\$44.44	7.2
ADD																			
REV+ 17	M 9p-10p		THE ENDGAME-NBC	\$100.00	2.0	5,200	30	0	0	0	0	0	0	0	1	1	\$100.00	\$50.00	2.0
ADD																			
TOTALS:								7	7	7	7	3	0	17	48	\$8,500.00	\$65.18	130.4	



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		Total GRP: 130.4 Traffic #: 3393047

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
02/11/22 11:54 AM	Lori Lohr	Rate to low for 7a-9a
02/11/22 11:30 AM	System	Notice Received.
02/11/22 10:20 AM	GOTOSTRATA\jnuhar	REV ORDER FOR KEN PAXTON EST 215221 CHANGES IN ORDERS ARE NOTED IN COMMENTS ALL STATIONS TOTALS HAVE CHANGED PLEASE CONFIRM; THANKS FRAN
01/31/22 2:52 PM	Amanda Caracheo	MG from est 118124
01/31/22 6:41 AM	JENNA NUBAR	NEW ORDER FOR KEN PAXTON CAMPAIGN EST 215221 AIRING 2/15-2/21 PLEASE CONFIRM; THANKS FRAN
01/26/22 2:55 PM	System	Notice Received.
01/26/22 10:26 AM	JENNA NUBAR	NEW ORDER FOR KEN PAXTON CAMPAIGN EST 215221 AIRING 2/15-2/21 PLEASE CONFIRM; THANKS FRAN

Competitive Information	
Market Budget:	\$31,875
KETK Share:	16%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	48	\$8,500.00	\$65.18	130.4
Total	100%	48	\$8,500.00	\$65.18	130.4

Monthly Summary		
Month	Spots	Dollars
2022-Feb	48	\$8,500.00
Total	48	\$8,500.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	2/11/22 11:54 AM	JENNA NUBAR	Confirmed	8	8	\$280.00	\$8,780.00	Changes: Total \$ from \$8,500.00 to \$8,780.00, Total CPP from \$65.18 to \$67.33, Total GIMPs from 88 to 130, Total CPM from \$65,345.41 to \$67,331.29. 2 buylines added or modified.
Revision	2/11/22 10:20 AM	GOTOSTRATA\jnuhar	Confirmed	19	1	\$2,730.00	\$8,500.00	Changes: Comments from NEW ORDER FOR KEN PAXTON CAMPAIGN EST 215221 AIRING 2/15-2/21 PLEASE CONFIRM; THANKS FRAN to REV ORDER FOR KEN PAXTON EST 215221 CHANGES IN ORDERS ARE NOTED IN COMMENTS ALL STATIONS TOTALS HAVE CHANGED PLEASE CONFIRM; THANKS FRAN , Total \$ from \$5,770.00 to \$8,500.00, Total GRPs from 88.3 to 130.4, Total Spots from 30 to 48, Total CPP from \$65.35 to \$65.18. 17 buylines added or modified.
Makegood 1	1/31/22 2:52 PM	Amanda Caracheo	Confirmed	1		\$20.00	\$5,770.00	Changes: Total \$ from \$5,750.00 to \$5,770.00, Total Spots from 29 to 30, Total GRPs from 79.0 to 88.3, Total CPP from \$66.09 to \$65.35, Total GIMPs from 0 to 88, Total CPM from \$0.00 to \$65,345.41. 1 buyline added or modified.
Revision	1/31/22 6:41 AM	JENNA NUBAR	Confirmed	1		\$0	\$5,750.00	Changes: Total CPP from \$64.56 to \$66.09, Total Spots from 28 to 29. 2 buylines added or modified.
Queued for Electronic Contracting	1/26/22 11:04 AM					\$0	\$0	
New	1/26/22 10:26 AM	JENNA NUBAR	Confirmed	28		\$5,750.00	\$5,750.00	



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	Buyer: Berg, Fran Salesperson: JENNA NUBAR 202-872-5880	Assistant: JENNA NUBAR 202-872-5880	Traffic #: 3393047
	Separation:		

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