



125 West 55th St
New York, NY 10019

Contract # 27668544	Changes as of: 2/22/2022 at 12:01 PM	Version: Highlighting Revision 2
CPE: PAXT/ORDR/222225	Flight: 2/22/22 - 2/25/22	Station: KETK
Agency: Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	Advertiser: Ken Paxton Campaign Product: Order Agency Order #: 30078339	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 \$: \$2,170.00 Total Spots: 34 Total CPP: \$49.89 Total GRP: 43.5 Traffic #: 3393067
Comments: REV ORDER FOR PAXTON SHOWING ALL SPOTS CANCELLED W-F 2/23-2/25 ALL TOTALS HAVE CHANGED; 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				
REV- 1	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$20.00	1.3	30	2	2	2	2	2	\$40.00	\$15.38	2.6
REV- 2	M-F 10a-11a		TODAY WITH HODA & JE	\$25.00	0.8	30	2	2	2	2	2	\$50.00	\$31.25	1.6
REV- 3	M-F 11a-12n		EAST TEXAS LIVE	\$20.00	1.1	30	3	3	3	3	3	\$60.00	\$18.18	3.3
REV- 4	M-F 12n-1p		DAYS OF OUR LIVES-NB	\$50.00	1.3	30	1	1	1	1	1	\$50.00	\$38.46	1.3
REV- 5	M-F 3p-4p		DR. PHIL	\$30.00	0.9	30	3	3	2	0	3	\$90.00	\$33.33	2.7
REV- 6	M-F 7a-9a		TODAY SHOW-NBC	\$25.00	0.9	30	4	4	4	4	4	\$100.00	\$27.78	3.6
RATE CHG														
REV- 7	M-F 4p-4:30p		KETK NEWS AT 4P	\$40.00	1.1	30	2	2	2	0	2	\$80.00	\$36.36	2.2
REV- 8	M-F 4:30p-5p		KETK NEWS AT 4:30P	\$40.00	1.3	30	3	3	3	0	3	\$120.00	\$30.77	3.9
REV- 9	M-F 5p-5:30p		LIVE ATFIVE	\$60.00	1.8	30	2	2	2	0	2	\$120.00	\$33.33	3.6
REV- 10	M-F 6p-6:30p		KETK NEWS AT 6	\$60.00	1.8	30	3	3	3	0	3	\$180.00	\$33.33	5.4
REV- 11	M-F 10p-10:35p		KETK NEWS AT 10	\$100.00	1.1	30	2	2	2	0	2	\$200.00	\$90.91	2.2
REV- 12	M-F 6:30p-7p		ENTERTAINMENT TONIGH	\$70.00	1.4	30	2	2	2	0	2	\$140.00	\$50.00	2.8
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
REV- 15	W 7p-8p		CHICAGO MED-NBC	\$250.00	2.9	30	0	2	0	0	0	\$0.00	\$86.21	0.0
REV- 16	W 8p-9p		CHICAGO FIRE-NBC	\$250.00	4.0	30	0	2	0	0	0	\$0.00	\$62.50	0.0
REV- 17	W 9p-10p		CHICAGO PD-NBC	\$250.00	3.8	30	0	2	0	0	0	\$0.00	\$65.79	0.0
REV- 18	Th 7p-8p		LAW & ORDER-NBC	\$150.00	2.4	30	0	0	2	0	0	\$0.00	\$62.50	0.0
REV- 19	Th 8p-9p		LAW & ORDER: SVU-NBC	\$150.00	1.9	30	0	0	2	0	0	\$0.00	\$78.95	0.0



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							2/22	2/23	2/24	2/25					
REV- 20	Th 9p-10p		LAW & ORDER: ORGANIZ	\$150.00	1.9	30	0	0	2	0	0	0	\$0.00	\$78.95	0.0
REV- 21	M-F 6a-7a		NEWS	\$20.00	0.0	30	2	2	2	2	0	2	\$40.00	\$0.00	0.0
<i>RESPENDING REBATES</i> <i>Changes: Program from News to NEWS</i>															
CAN 22	M-F 5a-6a		News	\$15.00	0.0	30	4	4	0	0	0	2	\$30.00	\$0.00	0.0
CAN 23	M-F 42n-1p		Days of Our Lives	\$50.00	0.0	30	4	0	0	0	0	4	\$50.00	\$0.00	0.0
TOTALS:							34	0	0	0	0	34	\$2,170.00	\$49.89	43.5



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
02/22/22 12:01 PM	GOTOSTRATA\jnuabar	REV ORDER FOR PAXTON SHOWING ALL SPOTS CANCELLED W-F 2/23-2/25 ALL TOTALS HAVE CHANGED; PLEASE CONFIRM THANKS, FRAN
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	
Market Budget:	\$50,625
KETK Share:	16%
Comment:	
Competitive Unknown	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	34	\$2,170.00	\$49.89	43.5
Total	100%	34	\$2,170.00	\$49.89	43.5

Monthly Summary		
Month	Spots	Dollars
2022-Feb	34	\$2,170.00
Total	34	\$2,170.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	2/22/22 12:01 PM	GOTOSTRATA\jnuabar	Revised		90	\$-5,330.00	\$2,170.00	Changes: Comments from NEW ORDER FOR KEN PAXTON CAMPAIGN EST 222225 ; AIRING 2/22-2/25 NO SPOTS TO AIR PAST FRI 3P PLEASE CONFIRM; THANKS, FRAN to REV ORDER FOR PAXTON SHOWING ALL SPOTS CANCELLED W-F 2/23-2/25 ALL TOTALS HAVE CHANGED; PLEASE CONFIRM THANKS, FRAN , Total \$ from \$7,500.00 to \$2,170.00, Total GRPs from 172.3 to 43.5, Total Spots from 124 to 34, Total CPP from \$47.11 to \$49.89. 21 buylines added or modified.
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	

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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