



125 West 55th St
New York, NY 10019

Contract # 27660661	Changes as of: 1/10/2022 at 8:29 AM	Version: Original Order
CPE: PAXT/ORDR/111117	Flight: 1/11/22 - 1/17/22	Station: KETK
Agency: Smart Media Group PO BOX 26067 ALEXANDRIA, VA 22313	Advertiser: Ken Paxton Campaign Product: Order	Market: Tyler
	Agency Order #: 30078198	Office: WASHINGTON
	Buyer: Berg, Fran	Service: Nielsen
	Salesperson: JENNA NUBAR 202-872-5880	Primary Demo: Adults 35+
		Assistant: JENNA NUBAR 202-872-5880
	Separation:	Total GRP: 71.4
		Traffic #: 3371628
		Con Type: POLITICAL/VOTE
		Total \$: \$3,040.00
		Total Spots: 56
		Total CPP: \$42.58

Comments: NEW ORDER FOR KEN PAXTON CAMPAIGN EST 111117 - 1/11-1/17 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				
1	M-F 9a-10a		TODAY THIRD HOUR-NBC	\$30.00	1.3	30	1	1	1	1	0	0	1	5	\$150.00	\$23.08	6.5
2	M-F 11a-12n		EAST TEXAS LIVE	\$25.00	1.0	30	2	2	2	2	0	0	2	10	\$250.00	\$25.00	10.0
3	M-F 12n-1p		DAYS OF OUR LIVES-NB	\$50.00	1.2	30	0	0	1	0	0	0	1	2	\$100.00	\$41.67	2.4
4	M-F 3p-4p		DR. PHIL	\$30.00	0.9	30	2	2	2	2	0	0	2	10	\$300.00	\$33.33	9.0
5	M-F 7a-9a		TODAY SHOW-NBC	\$40.00	0.9	30	1	1	1	1	0	0	1	5	\$200.00	\$44.44	4.5
6	M-F 5p-5:30p		LIVE ATFIVE	\$60.00	1.7	30	1	1	1	1	0	0	1	5	\$300.00	\$35.29	8.5
7	M-F 6p-6:30p		KETK NEWS AT 6	\$60.00	1.8	30	1	1	1	1	0	0	1	5	\$300.00	\$33.33	9.0
8	M-F 10p-10:35p		KETK NEWS AT 10	\$100.00	1.1	30	1	1	1	1	0	0	1	5	\$500.00	\$90.91	5.5
9	Sa 10p-10:30p		KETK NEWS AT 10	\$100.00	1.2	30	0	0	0	0	1	0	0	1	\$100.00	\$83.33	1.2
10	M-F 6:30p-7p		ENTERTAINMENT TONIGH	\$70.00	1.4	30	1	1	1	1	0	0	1	5	\$350.00	\$50.00	7.0
11	Tu 9p-10p		NEW AMSTERDAM-NBC	\$150.00	2.2	30	1	0	0	0	0	0	0	1	\$150.00	\$68.18	2.2
12	W 8p-9p		CHICAGO FIRE-NBC	\$250.00	3.8	30	0	1	0	0	0	0	0	1	\$250.00	\$65.79	3.8
13	F 8p-10p		DATELINE FRI-NBC	\$90.00	1.8	30	0	0	0	1	0	0	0	1	\$90.00	\$50.00	1.8
TOTALS:							11	11	11	11	1	0	11	56	\$3,040.00	\$42.58	71.4



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	Separation:	Total GRP: 71.4 Traffic #: 3371628

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
01/12/22 12:26 PM	Amanda Caracheo	MG dt LUR
01/10/22 10:21 AM	System	Notice Received.
01/10/22 8:30 AM	JENNA NUBAR	NEW ORDER FOR KEN PAXTON CAMPAIGN EST 111117 - 1/11-11/17 PAYMENT TO BE MADE TODAY PLEASE CONFIRM, THANKS, FRAN

Competitive Information	
Market Budget:	\$15,700
KETK Share:	20%
Comment:	
Competitive Unknown	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	56	\$3,040.00	\$42.58	71.4
Total	100%	56	\$3,040.00	\$42.58	71.4

Monthly Summary		
Month	Spots	Dollars
2022-Jan	56	\$3,040.00
Total	56	\$3,040.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	1/12/22 12:26 PM	Amanda Caracheo	Confirmed	6	4	\$0	\$3,040.00	Changes: Total Spots from 56 to 58, Total GRPs from 73.0 to 71.4, Total CPP from \$43.01 to \$42.58, Total GIMPs from 0 to 71, Total CPM from \$0.00 to \$42,577.03. 8 buylines added or modified.
Queued for Electronic Contracting	1/10/22 8:56 AM					\$0	\$0	
New	1/10/22 8:29 AM	JENNA NUBAR	Confirmed	56		\$3,040.00	\$3,040.00	

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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