



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27660662	<b>Changes as of:</b> 1/10/2022 at 8:29 AM	<b>Version:</b> Original Order
<b>CPE:</b> PAXT/ORDR/118124	<b>Flight:</b> 1/18/22 - 1/24/22	<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>Market:</b> Tyler <b>Office:</b> WASHINGTON <b>Service:</b> Nielsen
	<b>Agency Order #:</b> 30078202	<b>Con Type:</b> POLITICAL/VOTE <b>Total \$:</b> \$3,570.00 <b>Total Spots:</b> 58 <b>Total CPP:</b> \$44.79
	<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>Total GRP:</b> 79.7 <b>Traffic #:</b> 3371744

**Comments:** NEW ORDER FOR KEN PAXTON CAMPAIGN EST 118124 - 1/18-1/24 PLEASE CONFIRM; THANKS, FRAN

#	Day/Time	DP	Program	Rate	A35P Rating	Len	1/18 - 1/24							Total Spots	Total \$	CPP*	GRP*
							1/18	1/19	1/20	1/21	1/22	1/23	1/24				
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 AT FIVE	\$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 TONIGHT	\$70.00	1.4	30	1	0	1	1	0	0	1	4	\$280.00	\$50.00	5.6
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	2	0	0	0	0	0	2	\$500.00	\$65.79	7.6
13	W 9p-10p		CHICAGO PD-NBC	\$250.00	3.5	30	0	1	0	0	0	0	0	1	\$250.00	\$71.43	3.5
14	Th 7p-8p		THE BLACKLIST-NBC	\$100.00	2.4	30	0	0	1	0	0	0	0	1	\$100.00	\$41.67	2.4
15	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
<b>TOTALS:</b>							<b>11</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>1</b>	<b>0</b>	<b>11</b>	<b>58</b>	<b>\$3,570.00</b>	<b>\$44.79</b>	<b>79.7</b>



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<b>Separation:</b>	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 79.7 <b>Traffic #:</b> 3371744
	<b>Assistant:</b> JENNA NUBAR 202-872-5880	

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
01/31/22 3:51 PM	Amanda Caracheo	Per email
01/31/22 3:48 PM	JENNA NUBAR	since spot is LUR rebate & not credit, can you send through as a mg reinstating spot at the \$0?
01/31/22 2:51 PM	Amanda Caracheo	CR dt LUR. Moving \$20 to estimate 215221
01/12/22 12:27 PM	Amanda Caracheo	MG dt LUR
01/10/22 10:29 AM	System	Notice Received.
01/10/22 8:30 AM	JENNA NUBAR	NEW ORDER FOR KEN PAXTON CAMPAIGN EST 118124 - 1/18-1/24 PLEASE CONFIRM; THANKS, FRAN

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

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	58	\$3,570.00	\$44.79	79.7
<b>Total</b>	<b>100%</b>	<b>58</b>	<b>\$3,570.00</b>	<b>\$44.79</b>	<b>79.7</b>

Monthly Summary		
Month	Spots	Dollars
2022-Jan	58	\$3,570.00
<b>Total</b>	<b>58</b>	<b>\$3,570.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 3	1/31/22 3:51 PM	Amanda Caracheo	Confirmed	1	1	\$-20.00	\$3,550.00	Changes: Total Spots from 64 to 65, Total GRPs from 82.9 to 84.2, Total CPP from \$42.82 to \$42.16, Total GIMPs from 83 to 84, Total CPM from \$42,822.68 to \$42,161.52. 2 buylines added or modified.
Makegood 2	1/31/22 2:51 PM	Amanda Caracheo	Canceled			\$0	\$3,570.00	Changes: Total \$ from \$3,570.00 to \$3,550.00, Total Spots from 65 to 64, Total GRPs from 84.2 to 82.9, Total CPP from \$42.40 to \$42.82, Total GIMPs from 84 to 83, Total CPM from \$42,399.05 to \$42,822.68. 1 buyline added or modified.
Makegood 1	1/12/22 12:27 PM	Amanda Caracheo	Confirmed	27	20	\$0	\$3,570.00	Changes: Total Spots from 58 to 65, Total GRPs from 87.2 to 84.2, Total CPP from \$47.02 to \$42.40, Total GIMPs from 0 to 84, Total CPM from \$0.00 to \$42,399.05. 7 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	58		\$3,570.00	\$3,570.00	

<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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