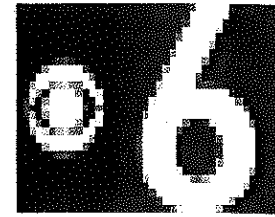


ORDER



Orders
Order / Rev: 1930599
Alt Order #:
Product Desc: Feb - March 2018
Estimate:
Flight Dates: 02/27/18 - 03/06/18
Original Date / Rev: 02/26/18 / 02/26/18
Order Type: General

KAUZ
Primary AE: Local House
Sales Office: WICH
Sales Region: Local

Agency Name: Hoegger Communications
Buying Contact: Jackie Hoegger
Billing Contact: Kathryn Koch
 901 Indiana Street
 Wichita Falls, TX 76301

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Gillespie, John/District Attorney/
Demographic: A25-54
Product Codes: PL145
Priority: P 4
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 02/01/18 | 02/28/18 | 12 | \$820.00 | \$697.00 |
| 03/01/18 | 03/06/18 | 18 | \$1,180.00 | \$1,003.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| February 2018 | 12 | \$820.00 | \$697.00 | 0.00 |
| March 2018 | 18 | \$1,180.00 | \$1,003.00 | 0.00 |
| Totals | 30 | \$2,000.00 | \$1,700.00 | 0.00 |

Account Executives

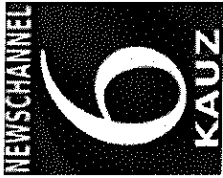
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Local House | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| N 1 | KAUZ | 02/27/18 | 03/06/18 | LOC News M-F 6-7a | Comm | M-F 6-7a | 11111-- | :30 | 5 | \$25.00 | P 4 | 0.00 | NM | 6 | \$150.00 |
| | | | | LOC News M-F 6-7a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/26/18 | 03/04/18 | -1111-- | | | | | 4 | \$25.00 | | 0.00 | | | |
| | | Week: 03/05/18 | 03/11/18 | 11----- | | | | | 2 | \$25.00 | | 0.00 | | | |
| N 2 | KAUZ | 02/27/18 | 03/06/18 | NET CBS AM Network N&om | Comm | M-F 7-9a | 11111-- | :30 | 5 | \$30.00 | P 4 | 0.00 | NM | 6 | \$180.00 |
| | | | | CBS This Morning | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/26/18 | 03/04/18 | -1111-- | | | | | 4 | \$30.00 | | 0.00 | | | |
| | | Week: 03/05/18 | 03/11/18 | 11----- | | | | | 2 | \$30.00 | | 0.00 | | | |
| N 3 | KAUZ | 02/27/18 | 03/02/18 | SYN M-F 9-10a | Comm | M-F 9-10a | -TWTF-- | :30 | 3 | \$55.00 | P 4 | 0.00 | NM | 3 | \$165.00 |
| | | | | SYN M-F 9-10a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/26/18 | 03/04/18 | -TWTF-- | | | | | 3 | \$55.00 | | 0.00 | | | |
| N 4 | KAUZ | 02/27/18 | 03/02/18 | LOC News M-F 12-1230p | Comm | M-F 12-1230p | -1111-- | :30 | 4 | \$40.00 | P 4 | 0.00 | NM | 4 | \$160.00 |
| | | | | LOC News M-F 12-1230p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/26/18 | 03/04/18 | -1111-- | | | | | 4 | \$40.00 | | 0.00 | | | |
| N 5 | KAUZ | 03/05/18 | 03/05/18 | LOC News M-F 12-1230p | Comm | M-F 12-1230p | M----- | :30 | 1 | \$45.00 | P 3 | 0.00 | NM | 1 | \$45.00 |
| | | | | LOC News M-F 12-1230p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 1930599
 Alt Order #:
 Flight Dates: 02/27/18 - 03/06/18

Advertiser: POL/Gillespie, John/District Attorney/Wic
 Product Desc: Feb - March 2018
 Estimate:
 KAUZ

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|---------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/05/18 | 03/11/18 | M----- | | 1 | | | | \$45.00 | | 0.00 | | | |
| N 6 | KAUZ | 02/27/18 | 03/05/18 | LOC News M-F 6-630p | Comm | M-F 6-630p | 11111-- | :30 | 5 | \$130.00 | P 4 | 0.00 | NM | 5 | \$650.00 |
| | | | | LOC News M-F 6-630p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/26/18 | 03/04/18 | -1111-- | | 4 | | | | \$130.00 | | 0.00 | | | |
| | | Week: 03/05/18 | 03/11/18 | 1----- | | 1 | | | | \$130.00 | | 0.00 | | | |
| N 7 | KAUZ | 02/27/18 | 03/05/18 | LOC Late News M-F | Comm | M-F 10-1035p | 11111-- | :30 | 5 | \$130.00 | P 4 | 0.00 | NM | 5 | \$650.00 |
| | | | | LOC Late News M-F | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 02/26/18 | 03/04/18 | -1111-- | | 4 | | | | \$130.00 | | 0.00 | | | |
| | | Week: 03/05/18 | 03/11/18 | 1----- | | 1 | | | | \$130.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 30 | \$2,000.00 |



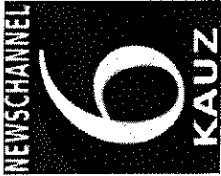
POL/Gillespie, John/District Attorney/Wi/002

Author: Richard Haddox

Proposal ID: 14589
 Station: KAUZ-RT
 Schedule Date: 2/26/2018 - 3/6/2018
 Advertiser: POL/Gillespie, John/District Attorney/Wi
 Product: PL145
 Agency: Hoegger Communications
 Spot Length(s): :30
 Acct. Exec: Richard Haddox
 Phone #: 940-322-6957
 FAX #: 949-761-3331
 Email: rhaddox@kauz.com

Per station policy, two weeks prior notice for all cancellations.

| Program Time | Spot Length | FE | MR | RT-A21+ D,RTG | RT-A21+ D,000 | Flight Dates: 2/26/2018-3/6/2018 | | | Rate Spots |
|----------------------------|-------------|----|----|---------------|---------------|----------------------------------|---|---|------------|
| | | | | | | W | k | s | |
| KAUZ | | | | | 000 | | | | |
| NEWSCHANNEL 6 THIS MORNING | :30 | 4 | 2 | 2.8 | 4.3 | | | 2 | \$25.00 |
| GRPs/Impressions | | | | 16.8 | 25.8 | | | | 6 |
| SHR | | | | 16.6 | 16.6 | | | | |
| CPP/CPM | | | | \$8.93 | \$5.81 | | | | |
| Mo-Fr 6:00a-7:00a | | | | | | | | | |
| CBS THIS MORNING | :30 | 4 | 2 | 3.1 | 4.7 | | | 2 | \$30.00 |
| GRPs/Impressions | | | | 18.6 | 28.2 | | | | 6 |
| SHR | | | | 14.8 | 14.8 | | | | |
| CPP/CPM | | | | \$9.68 | \$6.38 | | | | |
| Mo-Fr 7:00a-9:00a | | | | | | | | | |
| FAMILY FEUD | :30 | 3 | -- | 4.5 | 6.8 | | | 1 | \$55.00 |
| GRPs/Impressions | | | | 13.5 | 20.4 | | | | 3 |
| SHR | | | | 22.7 | 22.7 | | | | |
| CPP/CPM | | | | \$12.22 | \$8.09 | | | | |
| Mo-Fr 9:00a-10:00a | | | | | | | | | |
| NEWSCHANNEL 6 AT NOON | :30 | 4 | -- | 4.0 | 6.1 | | | 1 | \$40.00 |
| GRPs/Impressions | | | | 16 | 24.4 | | | | 4 |
| SHR | | | | 20.3 | 20.3 | | | | |
| CPP/CPM | | | | \$10.00 | \$6.56 | | | | |
| Mo-Fr 12:00p-12:30p | | | | | | | | | |
| NEWSCHANNEL 6 AT NOON | :30 | -- | 1 | 4.0 | 6.1 | | | 1 | \$45.00 |
| GRPs/Impressions | | | | 4 | 6.1 | | | | 1 |
| SHR | | | | 20.3 | 20.3 | | | | |
| CPP/CPM | | | | \$11.25 | \$7.38 | | | | |
| Mo-Fr 12:00p-12:30p | | | | | | | | | |
| NEWSCHANNEL 6 AT 6P | :30 | 4 | 1 | 5.7 | 8.7 | | | 2 | \$130.00 |
| GRPs/Impressions | | | | 28.5 | 43.5 | | | | 5 |
| SHR | | | | 15.9 | 15.9 | | | | |
| CPP/CPM | | | | \$22.81 | \$14.94 | | | | |
| Mo-Fr 6:00p-6:30p | | | | | | | | | |



POL/Gillespie, John/District Attorney/Wi002

Author: Richard Haddox

Proposal ID: 14589
 Station: KAUZ-RT
 Schedule Date: 2/26/2018 - 3/6/2018
 Advertiser: POL/Gillespie, John/District Attorney/Wi
 Product: PL145
 Agency: Hoegger Communications
 Spot Length(s): :30

Acct. Exec: Richard Haddox
 Phone #: 940-322-6957
 FAX #: 949-761-3331
 Email: rhaddox@kauz.com

Per station policy, two weeks prior notice for all cancellations.

Flight Dates: 2/26/2018-3/6/2018

| Program Time | Spot Length | FE | MR | RT-A21+ D.RTG | RT-A21+ D.000 | RTG | W | k | s | Rate Spots |
|---------------------|-------------|----|----|---------------|---------------|-----|---|---|---|------------|
| KAUZ | | 26 | 5 | | 000 | | | | | |
| NEWSCHANNEL 6 AT 10 | :30 | 4 | 1 | 5.5 | 8.4 | | 2 | | | \$130.00 |
| GRPs/Impressions | | | | 27.5 | 42 | | | | | |
| SHR | | | | 14.0 | 14.0 | | | | | 5 |
| CPP/CPM | | | | \$23.64 | \$15.48 | | | | | |
| Mo-Fr 10:00p-10:35p | | | | | | | | | | |

Total Cost: \$2,000.00
Agency Commission @ 15%: \$300.00
Net Cost: \$1,700.00

Signature _____

General Summary (RT-A21+ D.RTG)

| Name | Spots | Cost | Grps | Imp(000) | CPP | CPM | Reach | Freq | Eff Reach | Net Reach | Pop |
|------|-------|------------|-------|----------|---------|---------|-------|------|-----------|-----------|---------|
| KAUZ | 30 | \$2,000.00 | 124.9 | 190.4 | \$16.01 | \$10.50 | 55.9 | 2.2 | 27.4 | 84,795 | 151,815 |