



KFDM
2955 I-10 E
Beaumont, TX 77702

Contract # 2402310

Schedule Dates 02/24/16-02/29/16
Advertiser Dale Williford for Hardin County Sheriff-R (108480)
Agency Dale Williford for Hardin County Sheriff-R (17357)
Product POLITICAL CANDIDATE (ns) (1186)
Brand KFDM - Dale Williford 2016 (807237)
Salesperson HOUSE-BEAUMONT, KFDM/NFDM (3126)
Sales Office KFDM/NFDM
Buyer Name /
Phone/Fax /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Calendar
Comments KFDM
02/24/16 to 02/29/16

Date Entered 02/23/16
Last Modified 02/23/16
Entered By Genna Doyle-Gibson
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$416.25
Net Total \$2,358.75
Sales Tax

Beaumont (KFDM)
By Calendar Month
Feb. 2016 13 \$2,775.00
Grand Total: 13 \$2,775.00

FEB 23 2016

ENTERED

Genna Doyle-Gibson

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	02/24/16-02/26/16	4	:30	5A- 6A (CST)				1	1	1			3	\$150.00	\$450.00	Beaumont (KFDM)		2/23/16
2.0	Normal Line / SPOT	02/29/16-02/29/16	4	:30	6A- 7A (CST)		1							1	\$150.00	\$150.00	Beaumont (KFDM)		2/23/16
3.0	Normal Line / SPOT	02/24/16-02/26/16	4	:30	12P- 12:30P (CST)				1	1	1			3	\$150.00	\$450.00	Beaumont (KFDM)		2/23/16
4.0	Normal Line / SPOT	02/24/16-02/26/16	4	:30	6P- 6:30P (CST)				1	1	1			3	\$375.00	\$1,125.00	Beaumont (KFDM)		2/23/16
5.0	Normal Line / SPOT	02/24/16-02/26/16	4	:30	6:30P- 7P (CST)				1	1	1			3	\$300.00	\$900.00	Beaumont (KFDM)		2/23/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement and the sale of advertising is expressly subject to said Terms.

Package

Advertiser:
Agency:
Buyer:
Length(s): :30
Proposal #: 625535
Market [Rank]: BEAUMONT-PORT ARTHUR [142]
Books: Feb-15BEAUMONT-PORT ARTHUR
Flight Dates: 02/18/16 - 02/29/16

Station Contact:

Name: Darren Lehmann
Phone: (409) 840-4444 x224
Fax: (409) 899-4632
Email: dlehmann@sbgstv.com

Program	Rate	Feb Feb Feb	Cost	A35+ RTG			
DP Days Time 2402310	Weeks	18 22 29	Spots	CPP			
KFDM							
THE MORNING SHOW	\$50	- 3 -	\$150	4.3			
M M-F 5:00A- 6:00A	1		3	\$11.63			
THE MORNING SHOW	\$150	- - 1	\$150	6.6			
M M-F 6:00A- 7:00A	1		1	\$22.73			
NOON NEWS	\$150	- 3 -	\$450	9.0			
D M-F 12:00P-12:30P	1		3	\$16.67			
CHANNEL 6 NEWS	\$375	- 3 -	\$1,125	17.8			
H M-F 6:00P- 6:30P	1		3	\$21.07			
WHEEL OF FORTUNE	\$300	- 3 -	\$900	16.5			
A M-F 6:30P- 7:00P	1		3	\$18.18			
Weekly Subtotals		- 12 1	\$2,775				
			13				

KFDM Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A35+R	13	\$2,775	149.40	\$18.57	54.29	2.75

Program	Rate	Feb Feb Feb	Cost	A35+ RTG			
DP Days Time 2402313	Weeks	18 22 29	Spots	CPP			
KBTB							
The Morning Show	\$20	- 3 -	\$60	2.4			
M M-F 7:00A- 8:00A	1		3	\$8.33			
Jeopardy	\$45	- 3 -	\$135	5.4			
E M-F 5:00P- 5:30P	1		3	\$8.33			
Weekly Subtotals		- 6 -	\$195				
			6				

KBTB Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A35+R	6	\$195	23.40	\$8.33	18.38	1.27

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A35+R	19	\$2,970	172.80	\$17.19	59.42	2.91	136,062	228,983

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$445.50	\$2,524.50

EARLY NEWS; D - DAYTIME; E - EARLY

PO Box 502

Kountze TX 77625

Approved via phone @ 10:35 AM
DL

Client Signature: _____

Date: _____

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KFDM / KBTU	Date: 2/23
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I, Dale Williford,

being/on behalf of: same,

a legally qualified candidate of the Republican

political party for the office of: Sheriff Hardin Co.

in the Primary

election to be held on: March 1st

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		see Attached			

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Dale Williford Campaign

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Dale Williford

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

2/23/16
Date

Dale Williford
Signature

To Be Signed By Station Representative

☒ Accepted

Dale
Signature

☐ Accepted in Part

Darren Lehmann
Printed Name

☐ Rejected

DS
Title