

Contract Agreement Between:

Order \*



KFWD  
606 Young Street  
Dallas, TX 75202  
(212) 822-7008

And:



Crossroads Media  
66 Canal Center Plaza Suite 555  
Alexandria, VA 22314  
66 Canal Center Plaza Suite 555  
Alexandria, VA 22314

<u>Order #</u> 4753 / 2	<u>Alt Order #</u> WOC101640 40	<u>Station Order #</u>
<u>Order Type</u> GENERAL		
<u>Product</u> Texans For Greg Abbott		
<u>Flight Dates</u> 10/07/14 - 10/13/14	<u>Hiatus Dates</u>	<u>Buyer</u> Patti Heck
<u>Advertiser</u> Texans for Greg Abbott		<u>Agency</u> Crossroads Media
<u>Sales Office</u> New York	<u>Sales Region</u> National	<u>Cash/Trade</u> Cash
<u>Station</u> KFWD		<u>Account Executive</u> Phillip Woodie
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 96	<u>Product Code</u> 198
<u>Estimate #</u> 1847		<u>Package Code</u>
<u>Order Separation</u> 00:30:00		<u>Advertiser Separation</u> 00:05:00

Line	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rating	Imp(000)	Spots	Amount
1*	10/07/14	10/13/14	NOTCS MUNDOFOX	(9:00 PM-9:30 PM)		:30					5	\$375.00
Lowerd rate fro \$175, added 3 spots												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	<u>Imp(000)</u>		
Week:	10/07/14	10/13/14	11111--				5	\$75.00	0.00			
2*	10/07/14	10/13/14	T-F 6p-7p	(6:00 PM-7:00 PM)		:30					4	\$200.00
Upgraded Sat/Sun spots												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	<u>Imp(000)</u>		
Week:	10/07/14	10/13/14	-1111--				4	\$50.00	0.00			
4*	10/07/14	10/13/14	JOSE DE EGIPTO	(7:00 PM-8:00 PM)		:30					5	\$300.00
Lowered rate from 200, added 3 spots												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	<u>Imp(000)</u>		
Week:	10/07/14	10/13/14	11111--				5	\$60.00	0.00			
<b>Total</b>									0.00		14	\$875.00

Month	# of Spots	Amount	GRP
October 2014	14	\$875.00	0.00
<b>Total</b>	<b>14</b>	<b>\$875.00</b>	<b>0.00</b>

10/01/14 Revised order per Wayne's notes

10/01/14 New order begins Tuesday 10/7. Check will follow. please confirm.

*OK 10/01/14*



KFW D  
606 Young Street  
Dallas, TX 75202

**MUNDOFOX52**  
KFW D-TV - DALLAS - FT. WORTH

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

## Contract # 1567

### Schedule Dates

10/07/14-10/13/14

### Advertiser

Texans for Greg Abbott (2384)

### Agency

Crossroads Media LLC (1462)

### Product

Political - Candidate (1055)

### Brand

4Q Political 2014 (1150)

### Salesperson

Woodie, Phillip (1028)

### Sales Office

MundoFox New York

### Buyer Name

Patti Heck

### Phone/Fax

(703) 299-1760 /

### CPE

198/1847

### Account Types

National/Political Candidate

### Billing Type

Standard

### Comments

Date Entered 10/01/14  
Last Modified 10/01/14  
Entered By Gianni Ortega  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$131.25  
Net Total \$743.75  
Sales Tax

## DFW MundoFox 52 (KFW D)

By Broadcast Month	Spots	Rate
Oct. 2014	14	\$875.00
<b>Grand Total:</b>	<b>14</b>	<b>\$875.00</b>

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	10/07/14-10/13/14	2	:30	7P- 8P (CST)	1	1	1	1	1	1			5	\$60.00	\$300.00	DFW MundoFox 52 (KFW D)		10/1/14
2.0	Normal Line / SPOT	10/07/14-10/10/14	2	:30	6P- 7P (CST)	1	1	1	1	1	1			4	\$50.00	\$200.00	DFW MundoFox 52 (KFW D)		10/1/14
3.0	Normal Line / SPOT	10/07/14-10/13/14	2	:30	9P- 9:30P (CST)	1	1	1	1	1	1			5	\$75.00	\$375.00	DFW MundoFox 52 (KFW D)		10/1/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## 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:**

**Date:**

I, Crossroads Media,

being/on behalf of: Texans for Greg Abbott,

a legally qualified candidate of the Republican

political party for the office of: Governor

in the General

election to be held on: November 4

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**



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

Texans for Greg Abbott

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:

John L. Nau

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***

10/20/14

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



**CROSSROADS MEDIA, LLC**  
MEDIA ACCOUNT  
68 CANAL CENTER PLAZA  
SUITE 500  
ALEXANDRIA, VA 22314



UNITED BANK

68-444/560

38418

PAY TO THE  
ORDER OF

KFWD-TV

10/2/2014

Seven Hundred Forty-Three and 75/100

\$ \*\*743.75

DOLLARS

KFWD-TV

300 West Story Road  
Irving, TX 75038

*[Signature]*

MEMO

Abbott EST 1847

⑈038418⑈ ⑆056004445⑆ 0020235038⑈

TWO SIGNATURES REQUIRED OVER \$10,000.00

CROSSROADS MEDIA, LLC  
MEDIA ACCOUNT  
KFWD-TV

38418

KFWD-TV

Abbott EST 1847

10/2/2014

743.75

*Mundo*

Media Account - New

Abbott EST 1847

743.75