



KWTX
6700 American Plaza
Waco, TX 76712
(254) 776-1330

CONTRACT

<u>Contract / Revision</u> 905515 /		<u>Alt Order #</u> WOC11785078
<u>Product</u> POLITICAL		
<u>Contract Dates</u> 10/15/18 - 10/21/18	<u>Estimate #</u> 161	
<u>Advertiser</u> Dan Patrick		<u>Original Date / Revision</u> 08/31/18 / 10/17/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWTX	<u>Account Executive</u> Waco House	<u>Sales Office</u> Waco National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 7	<u>Product 1/2</u> 10
<u>Agency Ref</u> 1688	<u>Advertiser Ref</u> 43871	

And:

Davis Lenz Media
6060 N Central Expy Ste 560
Dallas, TX 75206

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KWTX	10/15/18	10/19/18	News 10 @ 6a	6:00 AM-7:00 AM		:30				NM	5	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	11111--	5			\$170.00					
N 2	KWTX	10/15/18	10/19/18	CBS This Morning	7:00 AM-9:00 AM		:30				NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	11111--	5			\$80.00					
N 3	KWTX	10/15/18	10/19/18	Price Is Right	10:00 AM-11:00 AM		:30				NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	11111--	5			\$115.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	3	KWTX	10/15/18-10/21/18	Price Is Right	10:00 AM-11:00 AM	MTuWThF----	:30		\$115.00		NM		
	See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10												
	5	KWTX	10/15/18-10/21/18	Price Is Right	10:00 AM-11:00 AM	MTuWThF----	:30		\$115.00		NM		
	See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10												
N 4	KWTX	10/15/18	10/19/18	News 10 @ Noon	12:00 PM-12:30 PM		:30				NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	11111--	5			\$95.00					
N 5	KWTX	10/15/18	10/18/18	Let's Make A Deal	2:00 PM-3:00 PM		:30				NM	3	\$183.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	11-1---	3			\$61.00					
N 6	KWTX	10/15/18	10/18/18	News 10 @ 5p	5:00 PM-5:30 PM		:30				NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	1111---	4			\$170.00					
N 7	KWTX	10/15/18	10/19/18	News 10 @ 6p	6:00 PM-6:30 PM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	11111--	5			\$250.00					
N 8	KWTX	10/15/18	10/18/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	4	\$820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	1111---	4			\$205.00					
N 9	KWTX	10/15/18	10/18/18	M-F News 10 @ 10p	10:00 PM-10:35 PM		:30				NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	1111---	4			\$425.00					
N 10	KWTX	10/15/18	10/21/18	CBS Sunday Morning	8:00 AM-9:30 AM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/15/18	10/21/18	-----2	2			\$140.00					

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<u>Advertiser</u> Dan Patrick		<u>Original Date / Revision</u> 08/31/18 / 10/17/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>													
	1	KWTX	10/15/18-10/21/18	CBS Sunday Morning	8:00 AM-9:30 AM	-----Su	:30		\$140.00		NM		
	See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10												
	2	KWTX	10/15/18-10/21/18	CBS Sunday Morning	8:00 AM-9:30 AM	-----Su	:30		\$140.00		NM		
	See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10												
N 11	KWTX	10/15/18	10/21/18	Face The Nation	10:30 AM-11:00 AM		:30				NM	0	\$0.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>													
Week: 10/15/18 10/21/18 -----1 1 \$70.00													
	1	KWTX	10/15/18-10/21/18	Face The Nation	10:30 AM-11:00 AM	-----Su	:30		\$70.00		NM		
	See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10												
N 12	KWTX	10/15/18	10/21/18	Sa-Su News 10 @ 10p	10:00 PM-10:35 PM		:30				NM	0	\$0.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>													
Week: 10/15/18 10/21/18 -----1 1 \$315.00													
	1	KWTX	10/15/18-10/21/18	Sa-Su News 10 @ 10p	10:00 PM-10:35 PM	-----Su	:30		\$315.00		NM		
	See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10												
N 13	KWTX	10/15/18	10/16/18	Tuesday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$350.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>													
Week: 10/15/18 10/21/18 -1----- 1 \$350.00													
N 14	KWTX	10/15/18	10/19/18	Friday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$350.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>													
Week: 10/15/18 10/21/18 ----1-- 1 \$350.00													
N 15	KWTX	10/15/18	10/21/18	Sunday Prime Hr 1	6:00 PM-7:00 PM		:30				NM	9	\$1,310.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>													
Week: 10/15/18 10/21/18 -----1 1 \$415.00													
	1	KWTX	10/15/18-10/21/18	Sunday Prime Hr 1	6:00 PM-7:00 PM	-----Su	:30		\$415.00		NM		
	See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10												
	2	KWTX	10/15/18-10/21/18	Sunday Prime Hr 1	6:00 PM-7:00 PM	-----Su	:30		\$675.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	3	KWTX	10/15/18-10/21/18	Late Run News 10 @ 10p	1030p-1230a	-----Su	:30		\$200.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	4	KWTX	10/15/18-10/21/18	News 10 @ 530a	530a-6a	----ThF----	:30		\$75.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	5	KWTX	10/15/18-10/21/18	News 10 @ 530a	530a-6a	----ThF----	:30		\$75.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	6	KWTX	10/15/18-10/21/18	News 10 @ 5p	5p-530p	-----F----	:30		\$170.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	7	KWTX	10/15/18-10/21/18	Late Show	1035p-1137p	----Th-----	:30		\$90.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	8	KWTX	10/15/18-10/21/18	M-F 1237a-137a	1237a-137a	----Th-----	:30		\$5.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	9	KWTX	10/15/18-10/21/18	Sa 1135p-1235a	1135p-1235a	-----Sa--	:30		\$10.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
	10	KWTX	10/15/18-10/21/18	Late Fringe Rotator Sa-Su	1035p-135a	-----Su	:30		\$10.00		NM		
	Ⓜ	MG for 12.1,15.1,10.2,3,3,3,5,10.1,11.1											
Totals								0.00				49	\$8,713.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/21/18	49	\$8,713.00	(\$1,306.95)	\$7,406.05
Totals	49	\$8,713.00	(\$1,306.95)	\$7,406.05

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905515 /	WOC11785078

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/18 - 10/21/18	POLITICAL	161

<u>Advertiser</u>	<u>Original Date / Revision</u>
Dan Patrick	08/31/18 / 10/17/18

Signature: _____ **Date:** _____

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