



125 West 55th St
New York, NY 10019

Contract # 27682292	Changes as of: 2/24/2022 at 9:58 AM	Version: Original Order
CPE: 96/198/6184	Flight: 2/23/22 - 3/1/22	Station: KRBC
Agency: Crossroads Media LLC 66 Canal Center Plaza Suite 555 ALEXANDRIA, VA 22314	Advertiser: Texans for Greg Abbott Product: Texans For Greg Abbott	Market: Abilene Office: PHILADELPHIA
Agency Order #: 11414856	Service: Nielsen	Con Type: POLITICAL/VOTE
Buyer: Heck, Patti	Primary Demo:	Total \$: \$8,945.00
Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400	Total Spots: 20
Separation:		Total CPP: \$0.00
Comments: Separation: 30;PopulationBuyType: CPP		Total GRP:

#	Day/Time	DP	Program	Rate	Len	2/23 - 3/1							Total Spots	Total \$	CPP*	GRP*
						2/23	2/24	2/25	2/26	2/27	2/28	3/1				
1	W-F,M-Tu 7a-9a		Today Show-NBC	\$275.00	30	0	0	2	0	0	2	2	6	\$1,650.00	\$0.00	0.0
2	W-F,M-Tu 4:58p-5:28p		KRBC 5P News	\$595.00	30	0	0	1	0	0	1	0	2	\$1,190.00	\$0.00	0.0
3	W-F,M-Tu 5:28p-6p		NBC Nightly News	\$680.00	30	0	0	1	0	0	1	0	2	\$1,360.00	\$0.00	0.0
4	W-F,M-Tu 10p-10:34p		KRBC 10P News	\$1,000.00	30	0	0	1	0	0	1	0	2	\$2,000.00	\$0.00	0.0
5	W-F,M-Tu 10:35p-11:37p		Tonight Show-NBC	\$150.00	30	0	0	1	0	0	1	0	2	\$300.00	\$0.00	0.0
6	M 7p-9p		American Song Contest-NBC	\$1,280.00	30	0	0	0	0	0	1	0	1	\$1,280.00	\$0.00	0.0
7	F 8p-10p		Dateline Fri-NBC	\$750.00	30	0	0	1	0	0	0	0	1	\$750.00	\$0.00	0.0
8	Sa 7a-8:30a		Today Show	\$100.00	30	0	0	0	2	0	0	0	2	\$200.00	\$0.00	0.0
9	Su 7a-8a		Today Show Sunday	\$100.00	30	0	0	0	0	1	0	0	1	\$100.00	\$0.00	0.0
10	Su 8a-9a		Meet The Press	\$115.00	30	0	0	0	0	1	0	0	1	\$115.00	\$0.00	0.0
TOTALS:						0	0	7	2	2	7	2	20	\$8,945.00	\$0.00	0.0



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	Agency Order #: 11414856	Service: Nielsen	Total Spots: 20
	Buyer: Heck, Patti Salesperson: FRAN BROWN 215-563-5400	Primary Demo: Assistant: FRAN BROWN 215-563-5400	Total CPP: \$0.00
	Separation:		Total GRP:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
02/24/22 9:58 AM	FRAN BROWN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$29,817
KRBC Share:	30%
Comment:	
Unknown:	70%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$8,945.00	N/A	0.0
Total	100%	20	\$8,945.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2022-Feb	11	\$4,140.00
2022-Mar	9	\$4,805.00
Total	20	\$8,945.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	2/24/22 9:58 AM	FRAN BROWN	New	20		\$8,945.00	\$8,945.00	

Non-Discrimination Policy	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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