

CONTRACT



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

And:

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

<u>Contract / Revision</u> 931261 /		<u>Alt Order #</u> WOC11827977
<u>Product</u> Political		
<u>Contract Dates</u> 10/15/18 - 10/21/18	<u>Estimate #</u> 220	
<u>Advertiser</u> Ken Paxton		<u>Original Date / Revision</u> 10/02/18 / 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> 18	<u>Product 1/2</u> 21
<u>Agency Ref</u> 1688	<u>Advertiser Ref</u> 43902	

*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 @ 530a	5:30 AM-6:00 AM		:30				NM	1	\$55.00
		<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	----1--	1			\$55.00					
N 2	KWTX	10/15/18	10/19/18	News 10 @ 6a	6:00 AM-7:00 AM		:30				NM	1	\$170.00
		<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	----1--	1			\$170.00					
N 3	KWTX	10/15/18	10/19/18	CBS This Morning			:30				NM	2	\$220.00
		<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			\$110.00					
N 4	KWTX	10/15/18	10/19/18	Price Is Right	10:00 AM-11:00 AM		:30				NM	1	\$155.00
		<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	----1--	1			\$155.00					
N 5	KWTX	10/15/18	10/19/18	News 10 @ Noon	12:00 PM-12:30 PM		:30				NM	1	\$120.00
		<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	----1--	1			\$120.00					
N 6	KWTX	10/15/18	10/19/18	Let's Make A Deal	2:00 PM-3:00 PM		:30				NM	1	\$80.00
		<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	----1--	1			\$80.00					
N 7	KWTX	10/15/18	10/19/18	News 10 @ 6p	6:00 PM-6:30 PM		:30				NM	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	----1--	1			\$250.00					
N 8	KWTX	10/15/18	10/21/18	CBS Sunday Morning	8:00 AM-9:30 AM		:30				NM	2	\$190.00
		<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	-----1	1			\$190.00					
	<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>		
	1	KWTX	10/15/18-10/21/18	CBS Sunday Morning	8:00 AM-9:30 AM	-----Su	:30		\$190.00		NM		
			See MG 8.2,8.3										
	2	KWTX	10/15/18-10/21/18	CBS This Morning	658a-9a	----Th-----	:30		\$110.00		NM		
			MG for 8.1 10/21										
	3	KWTX	10/15/18-10/21/18	Sa News 10 @ 6p	6p-630p	-----Sa--	:30		\$80.00		NM		
			MG for 8.1 10/21										
N 9	KWTX	10/15/18	10/21/18	Sa-Su News 10 @ 10p	10:00 PM-10:35 PM		:30				NM	3	\$425.00
		<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	-----1	1			\$425.00					

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<u>Advertiser</u> Ken Paxton		<u>Estimate #</u> 220
		<u>Original Date / Revision</u> 10/02/18 / 10/17/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
												1	\$500.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>									
<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>					
1	KWTX	10/15/18-10/21/18	Sa-Su News 10 @ 10p	10:00 PM-10:35 PM	-----Su	:30	\$425.00		NM					
See MG 9.2,9.3,9.4														
2	KWTX	10/15/18-10/21/18	Late Run News 10 @ 10p	1030p-1230a	-----Su	:30	\$200.00		NM					
(M)	MG for 9.1 10/21													
3	KWTX	10/15/18-10/21/18	The NFL Today	Various	-----Su	:30	\$150.00		NM					
(M)	MG for 9.1 10/21													
4	KWTX	10/16/18-10/16/18	News 10 @ 530a	530a-6a	-Tu-----	:30	\$75.00		NM					
(M)	MG for 9.1 10/21													
N 10	KWTX	10/15/18	10/21/18	Sunday Prime Hr 1	6:00 PM-7:00 PM		:30				NM			
	<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	-----1	1	\$500.00									
Totals								0.00				14	\$2,165.00	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/21/18	14	\$2,165.00	(\$324.75)	\$1,840.25
Totals	14	\$2,165.00	(\$324.75)	\$1,840.25

Signature: _____ **Date:** _____

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