



KFDX
PO Box 4888
Wichita Falls, TX 76308

Media Ad Venture
8136 Old Keene Mill Rd
Ste A-300
Springfield, VA 22152

Contract

1447248

Schedule Dates 10/24/16-11/07/16
Advertiser Oklahoman's for Criminal Justice Reform (84089)
Agency Media Ad Venture (10512)
Product Political - Issues / Propositions (1068)
Brand 195/211/919 (567590)
Salesperson Continental - Washington, Washington DC (1438)
Sales Office Continental - Washington DC
Buyer Name Carolyn,Bush,
Phone/Fax /
CPE 195/211/919
Account Types National/Political
Billing Type Standard
Comments Political
Flight 10/24-11/7

Date Entered 10/12/16
Last Modified 10/12/16
Entered By Sharron Davis
CO-OP No
Headline # ECR25329039
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,658.75
Net Total \$15,066.25
Sales Tax

Wichita Falls (KFDX)

By Broadcast Month	Spots	Rate
Oct. 2016	20	\$8,100.00
Nov. 2016	27	\$9,625.00
Grand Total:	47	\$17,725.00

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	10/27/16-10/27/16	3	:30	6A- 7A (CST)	1				X				1	\$300.00	\$300.00	Wichita Falls (KFDX)	KFDX 3 News Today	10/12/16
2.0	Normal Line / SPOT	10/28/16-10/28/16	3	:30	6A- 7A (CST)	1					X			1	\$300.00	\$300.00	Wichita Falls (KFDX)	KFDX 3 News Today	10/12/16
3.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	6A- 7A (CST)	1		X						1	\$300.00	\$300.00	Wichita Falls (KFDX)	KFDX 3 News Today	10/12/16
4.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	6A- 7A (CST)	1			X					1	\$300.00	\$300.00	Wichita Falls (KFDX)	KFDX 3 News Today	10/12/16
5.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	6A- 7A (CST)	1	X							1	\$300.00	\$300.00	Wichita Falls (KFDX)	KFDX 3 News Today	10/12/16
6.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	7A- 9A (CST)	1		X						1	\$300.00	\$300.00	Wichita Falls (KFDX)	Today Show	10/12/16
7.0	Normal Line / SPOT	10/26/16-10/26/16	3	:30	7A- 9A (CST)	1			X					1	\$300.00	\$300.00	Wichita Falls (KFDX)	Today Show	10/12/16
8.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	7A- 9A (CST)	1	X							1	\$300.00	\$300.00	Wichita Falls (KFDX)	Today Show	10/12/16
9.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	7A- 9A (CST)	1			X					1	\$300.00	\$300.00	Wichita Falls (KFDX)	Today Show	10/12/16
10.0	Normal Line / SPOT	10/29/16-10/29/16	3	:30	7A- 9A (CST)	1						X		1	\$125.00	\$125.00	Wichita Falls (KFDX)	Saturday Today Show	10/12/16
11.0	Normal Line / SPOT	11/05/16-11/05/16	3	:30	7A- 9A (CST)	1						X		1	\$125.00	\$125.00	Wichita Falls (KFDX)	Saturday Today Show	10/12/16
12.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	8A- 9A (CST)	1							X	1	\$125.00	\$125.00	Wichita Falls (KFDX)	Sunday Today Show	10/12/16
13.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	8A- 9A (CST)	1							X	1	\$125.00	\$125.00	Wichita Falls (KFDX)	Sunday Today Show	10/12/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Agency

Media Ad Venture (10512)

Product

Political - Issues / Propositions (1068)

Brand

195/211/919 (567590)

Salesperson

Continental - Washington, Washington DC (1438)

Sales Office

Continental - Washington DC

Buyer Name

Carolyn, Bush,

Phone/Fax

/

CPE

195/211/919

Account Types

National/Political

Billing Type

Standard

Comments

Political
Flight 10/24-11/7

Date Entered

10/12/16

Last Modified

10/12/16

Entered By

Sharron Davis

CO-OP

No

Headline

ECR25329039

Demo

Order Type

Normal

Package Deal

Commission %

15.00

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\$2,658.75

Net Total

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Sales Tax

Wichita Falls (KFDX)

By Broadcast Month

Spots

Rate

Oct. 2016 20 \$8,100.00

Nov. 2016 27 \$9,625.00

Grand Total: 47 \$17,725.00

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14.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	9A- 10A (CST)	1							X	1	\$400.00	\$400.00	Wichita Falls (KFDX)	Meet The Press	10/12/16
15.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	9A- 10A (CST)	1							X	1	\$400.00	\$400.00	Wichita Falls (KFDX)	Meet The Press	10/12/16
16.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	9A- 11A (CST)	1	X							1	\$125.00	\$125.00	Wichita Falls (KFDX)	Today Show II & III	10/12/16
17.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	9A- 11A (CST)	1		X						1	\$125.00	\$125.00	Wichita Falls (KFDX)	Today Show II & III	10/12/16
18.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	9A- 11A (CST)	1				X				1	\$125.00	\$125.00	Wichita Falls (KFDX)	Today Show II & III	10/12/16
19.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	9A- 11A (CST)	1					X			1	\$125.00	\$125.00	Wichita Falls (KFDX)	Today Show II & III	10/12/16
20.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	12P- 12:30P (CST)	1		X						1	\$150.00	\$150.00	Wichita Falls (KFDX)	KFDX 3 News @ Noon	10/12/16
21.0	Normal Line / SPOT	10/26/16-10/26/16	3	:30	12P- 12:30P (CST)	1			X					1	\$150.00	\$150.00	Wichita Falls (KFDX)	KFDX 3 News @ Noon	10/12/16
22.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	12P- 12:30P (CST)	1		X						1	\$150.00	\$150.00	Wichita Falls (KFDX)	KFDX 3 News @ Noon	10/12/16
23.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	12P- 12:30P (CST)	1			X					1	\$150.00	\$150.00	Wichita Falls (KFDX)	KFDX 3 News @ Noon	10/12/16
24.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	12:30P- 1:30P (CST)	1	X							1	\$175.00	\$175.00	Wichita Falls (KFDX)	Days of Our Lives	10/12/16
25.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	3P- 4P (CST)	1			X					1	\$150.00	\$150.00	Wichita Falls (KFDX)	Dr. Phil	10/12/16
26.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	3P- 4P (CST)	1				X				1	\$150.00	\$150.00	Wichita Falls (KFDX)	Dr. Phil	10/12/16
27.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	4:30P- 5P (CST)	1		X						1	\$150.00	\$150.00	Wichita Falls (KFDX)	Judge Judy	10/12/16

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28.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	4:30P- 5P (CST)	1					X			1	\$150.00	\$150.00	Wichita Falls (KFDX)	Judge Judy	10/12/16
29.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	6P- 6:30P (CST)	1	X							1	\$600.00	\$600.00	Wichita Falls (KFDX)	KFDX 3 News @ 6P	10/12/16
30.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	6P- 6:30P (CST)	1		X						1	\$600.00	\$600.00	Wichita Falls (KFDX)	KFDX 3 News @ 6P	10/12/16
31.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	6:30P- 7P (CST)	1	X							1	\$500.00	\$500.00	Wichita Falls (KFDX)	Entertainment Tonight	10/12/16
32.0	Normal Line / SPOT	10/28/16-10/28/16	3	:30	6:30P- 7P (CST)	1					X			1	\$500.00	\$500.00	Wichita Falls (KFDX)	Entertainment Tonight	10/12/16
33.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	6:30P- 7P (CST)	1			X					1	\$500.00	\$500.00	Wichita Falls (KFDX)	Entertainment Tonight	10/12/16
34.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	6:30P- 7P (CST)	1				X				1	\$500.00	\$500.00	Wichita Falls (KFDX)	Entertainment Tonight	10/12/16
35.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	10:35P- 11:35P (CST)	1		X						1	\$450.00	\$450.00	Wichita Falls (KFDX)	Tonight Show	10/12/16
36.0	Normal Line / SPOT	10/26/16-10/26/16	3	:30	10:35P- 11:35P (CST)	1			X					1	\$450.00	\$450.00	Wichita Falls (KFDX)	Tonight Show	10/12/16
37.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	10:35P- 11:35P (CST)	1	X							1	\$450.00	\$450.00	Wichita Falls (KFDX)	Tonight Show	10/12/16
38.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	10:35P- 11:35P (CST)	1		X						1	\$450.00	\$450.00	Wichita Falls (KFDX)	Tonight Show	10/12/16
39.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	10:35P- 11:35P (CST)	1					X			1	\$450.00	\$450.00	Wichita Falls (KFDX)	Tonight Show	10/12/16
40.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	10:35P- 11:35P (CST)	1	X							1	\$450.00	\$450.00	Wichita Falls (KFDX)	Tonight Show	10/12/16
41.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	9P- 10P (CST)	1	X							1	\$900.00	\$900.00	Wichita Falls (KFDX)	Timeless-NBC	10/12/16

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Phone/Fax

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CPE

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CommentsPolitical
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Sharron Davis

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Demo**Order Type**

Normal

Package Deal**Commission %**

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Commission

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42.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	9P- 10P (CST)	1	X							1	\$900.00	\$900.00	Wichita Falls (KFDX)	Timeless-NBC	10/12/16
43.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	8P- 9P (CST)	1		X						1	\$850.00	\$850.00	Wichita Falls (KFDX)	This Is Us-NBC	10/12/16
44.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	8P- 9P (CST)	1		X						1	\$850.00	\$850.00	Wichita Falls (KFDX)	This Is Us-NBC	10/12/16
45.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	7P- 8P (CST)	1				X				1	\$750.00	\$750.00	Wichita Falls (KFDX)	Superstore/The Good Place-NBC	10/12/16
46.0	Normal Line / SPOT	10/27/16-10/27/16	3	:30	8P- 9P (CST)	1				X				1	\$850.00	\$850.00	Wichita Falls (KFDX)	Chicago Med-NBC	10/12/16
47.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	8P- 9P (CST)	1				X				1	\$850.00	\$850.00	Wichita Falls (KFDX)	Chicago Med-NBC	10/12/16

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