



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27677316	<b>Changes as of:</b> 2/15/2022 at 11:17 AM	<b>Version:</b> Highlighting Makegood 1	<b>Status:</b> Confirmed
<b>CPE:</b> 266/292/1327	<b>Flight:</b> 2/14/22 - 2/27/22	<b>Station:</b> KETK	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> Political Communications Advertising 232 Madison Ave Suite 405 New York, NY 10016	<b>Advertiser:</b> Huffines - TX Gov	<b>Market:</b> Tyler	<b>Total \$:</b> \$5,260.00
	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 16
	<b>Agency Order #:</b> 11383280	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$386.76
	<b>Buyer:</b> Cunningham, Thomas	<b>Primary Demo:</b> Adults 50+	<b>Total GRP:</b> 13.6
	<b>Salesperson:</b> JENNA NUBAR 202-872-5880	<b>Assistant:</b> JENNA NUBAR 202-872-5880	<b>Traffic #:</b> 3413853

**Separation:**

**Comments:** Don Huffines Campaign 2.16-2.22;Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A50P Rating	Len	2/14 - 2/21		Total Spots	Total \$	CPP*	GRP*	
							2/14	2/21					
MSD 1	M-F 7a-9a		TODAY SHW<	\$280.00	1.4	30	3	0	2	\$560.00	\$200.00	2.8	
MSD 2	M-F 5p-5:30p		LIVE @ 5	\$320.00	3.0	30	3	0	2	\$640.00	\$106.67	6.0	
MSD 3	M-F 6p-6:30p		KETK NEWS AT 6<	\$320.00	2.4	30	3	0	2	\$640.00	\$133.33	4.8	
MSD 4	Sa 5p-5:30p		LIVE @ 5	\$300.00	4.9	30	1	0	0	\$0.00	\$61.22	0.0	
MSD 5	Su 5p-5:30p		LIVE @ 5	\$360.00	4.0	30	1	0	0	\$0.00	\$90.00	0.0	
MGD 6	M-F 7a-9a		Olympic TODAY SHW<	\$460.00	0.0	30	3	0	3	\$1,380.00	\$0.00	0.0	
MGD 7	M-F 5p-5:30p		Olympic LIVE @ 5	\$290.00	0.0	30	3	0	3	\$870.00	\$0.00	0.0	
MGD 11	M-Tu 6p-6:30p		KETK NEWS AT 6<	\$320.00	0.0	30	0	1	1	\$320.00	\$0.00	0.0	
MGD 12	M-Tu 11a-12n		East Texas Live	\$80.00	0.0	30	0	1	1	\$80.00	\$0.00	0.0	
MGD 13	M-F 6p-6:30p		Olympic KETK NEWS AT 6<	\$560.00	0.0	30	1	0	1	\$560.00	\$0.00	0.0	
MGD 14	M-Tu 6:30p-7p		Entertainment Tonight	\$210.00	0.0	30	0	1	1	\$210.00	\$0.00	0.0	
<b>TOTALS:</b>							<b>7</b>	<b>9</b>		<b>16</b>	<b>\$5,260.00</b>	<b>\$386.76</b>	<b>13.6</b>

Makegood Comments			
Date/Time	Action	Added by	Comment
02/15/22 11:17 AM	Sent To Rep	Amanda Caracheo	Revised
02/15/22 11:06 AM	Returned	JENNA NUBAR	Anywhere else we can go with the EN weekend spots in the MG offer? Flight needs to end on Tuesday 2/22.
02/15/22 10:42 AM	Sent To Rep	Amanda Caracheo	Revised rates for Olympics.