



125 West 55th St
New York, NY 10019

Contract # 27677316	Changes as of: 2/15/2022 at 9:46 AM	Version: Original Order	
CPE: 266/292/1327	Flight: 2/14/22 - 2/27/22	Station: KETK	Con Type: POLITICAL/VOTE
Agency: Political Communications Advertising 232 Madison Ave Suite 405 New York, NY 10016	Advertiser: Huffines - TX Gov	Market: Tyler	Total \$: \$5,260.00
	Product: Candidate	Office: WASHINGTON	Total Spots: 17
	Agency Order #: 11383280	Service: Nielsen	Total CPP: \$122.61
	Buyer: Cunningham, Thomas	Primary Demo: Adults 50+	Total GRP: 42.9
	Salesperson: JENNA NUBAR 202-872-5880	Assistant: JENNA NUBAR 202-872-5880	Traffic #: 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				
1	M-F 7a-9a		TODAY SHW<	\$280.00	1.4	30	3	2	5	\$1,400.00	\$200.00	7.0
2	M-F 5p-5:30p		LIVE @ 5	\$320.00	3.0	30	3	2	5	\$1,600.00	\$106.67	15.0
3	M-F 6p-6:30p		KETK NEWS AT 6<	\$320.00	2.4	30	3	2	5	\$1,600.00	\$133.33	12.0
4	Sa 5p-5:30p		LIVE @ 5	\$300.00	4.9	30	1	0	1	\$300.00	\$61.22	4.9
5	Su 5p-5:30p		LIVE @ 5	\$360.00	4.0	30	1	0	1	\$360.00	\$90.00	4.0
TOTALS:							11	6	17	\$5,260.00	\$122.61	42.9



125 West 55th St
New York, NY 10019

Contract # 27677316	Changes as of: 2/15/2022 at 9:46 AM	Version: Original Order	
CPE: 266/292/1327	Flight: 2/14/22 - 2/27/22	Station: KETK	Con Type: POLITICAL/VOTE
Agency: Political Communications Advertising 232 Madison Ave Suite 405 New York, NY 10016	Advertiser: Huffines - TX Gov	Market: Tyler	Total \$: \$5,260.00
	Product: Candidate	Office: WASHINGTON	Total Spots: 17
	Agency Order #: 11383280	Service: Nielsen	Total CPP: \$122.61
	Buyer: Cunningham, Thomas	Primary Demo: Adults 50+	Total GRP: 42.9
	Salesperson: JENNA NUBAR 202-872-5880	Assistant: JENNA NUBAR 202-872-5880	Traffic #: 3413853
	Separation:		

Special Instructions	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
02/15/22 11:17 AM	Amanda Caracheo	Revised
02/15/22 11:06 AM	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	Amanda Caracheo	Revised rates for Olympics.
02/15/22 10:36 AM	System	Notice Received.
02/15/22 9:46 AM	JENNA NUBAR	Don Huffines Campaign 2.16-2.22;Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$30,941
KETK Share:	17%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	17	\$5,260.00	\$122.61	42.9
Total	100%	17	\$5,260.00	\$122.61	42.9

Monthly Summary		
Month	Spots	Dollars
2022-Feb	17	\$5,260.00
Total	17	\$5,260.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	2/15/22 11:17 AM	Amanda Caracheo	Confirmed	10	11	\$0	\$5,260.00	Changes: Total Spots from 17 to 16, Total GRPs from 42.9 to 13.6, Total CPP from \$122.61 to \$386.76, Total GIMPs from 0 to 14, Total CPM from \$0.00 to \$386,764.71. 11 buylines added or modified.
Queued for Electronic Contracting	2/15/22 9:49 AM					\$0	\$0	
New	2/15/22 9:46 AM	JENNA NUBAR	Confirmed	17		\$5,260.00	\$5,260.00	

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.
----------------------------------	---