



125 West 55th St  
New York, NY 10019

Contract # 25879324      Changes as of: 2/5/2018 at 3:40 PM      Version: Highlighting Revision 3  
CPE: 7/10/54      Flight: 2/19/18 - 2/25/18      Station: KFXK      Total \$: \$990.00  
Agency: DAVIS LENZ MEDIA      Advertiser: Texans for Dan Patrick      Market: Tyler      Total Spots: 21  
6060 N CENTRAL      Product: POLITICAL      Office: DALLAS      Total CPP: \$32.04  
EXPRESSWAY      Suite 560      Agency Order #: 6961002      Primary Demo: Adults 35+  
DALLAS, TX 75206      Buyer: Beth Davis, Haley      Salesperson: ALESSIA MACH      Con Type: POLITICAL/VOTE  
214-525-2809      214-525-2681      Assistant: SHELBY MYERS  
Comments: Separation: 30      Separation: Sep:30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/19 - 2/25							Total Spots	Total \$	CPP*	GRP*	
							2/19	2/20	2/21	2/22	2/23	2/24	2/25					
REV+ 1	M-F 7a-9a		FOX 51 News East Texas	\$23.00	1.0	30	1	2	1	2	1	2	0	0		\$230.00	\$23.00	10.0
Changes: A35P Rating from 0 to 1																		
2	M-F 9p-10p		FOX East Texas 9pm News	\$100.00	2.8	30	1	1	1	1	1	0	0			\$500.00	\$35.71	14.0
Changes: A35P Rating from 0 to 2.8																		
3	Su 9a-10a		FOX News Sunday	\$60.00	1.4	30	0	0	0	0	0	0	1			\$60.00	\$42.86	1.4
Changes: A35P Rating from 0 to 1.4																		
4	M-F 5:30p-6p		Fox 51 News	\$40.00	1.1	30	1	1	1	1	1	0	0			\$200.00	\$36.36	5.5
Changes: A35P Rating from 0 to 1.1																		
TOTALS:															21	\$990.00	\$32.04	30.9

45/18 C8  
1382845



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<b>CPE:</b> 7/10/54		<b>Flight:</b> 2/19/18 - 2/25/18		<b>Total \$:</b> \$990.00	
<b>Agency:</b> DAVIS LENZ MEDIA		<b>Advertiser:</b> Texans for Dan Patrick		<b>Total Spots:</b> 21	
6060 N CENTRAL EXPRESSWAY SUITE 560 DALLAS, TX 75206		<b>Product:</b> POLITICAL		<b>Total CPM:</b> \$32.04	
<b>Agency Order #:</b> 6961002		<b>Buyer:</b> Beth Davis, Haley		<b>Primary Demo:</b> Adults 35+	
<b>Salesperson:</b> ALESSIA MACH		<b>Con Type:</b> POLITICAL/VOTE		<b>Total GRP:</b> 30.9	
214-525-2809		<b>Assistant:</b> SHELBY MYERS		<b>Separation:</b> Sep:30	
		214-525-2681			

Special Instructions	
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Date/Time	Added by	Comment	Order Level Comments
02/05/18 3:40 PM	GOTOSTRATA\1109916	Separation: 30	
01/25/18 12:11 PM	System	Automatically Applied	
01/23/18 10:11 AM	ALESSIA MACH	Separation: 30	
01/23/18 10:04 AM	System	Notice Received.	
01/23/18 9:51 AM	ALESSIA MACH	Separation: 30	

Competitive Information	
Market Budget:	\$29,167
KFXK Share:	3%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPM	GRP
	100%	21	\$990.00	\$32.04	30.9
Total	100%	21	\$990.00	\$32.04	30.9

Monthly Summary		
Month	Spots	Dollars
2018-Feb	21	\$990.00
Total	21	\$990.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$ Comment
Revision	2/5/18 3:40 PM	GOTOSTRATA\1109916	Revised	5	\$115.00	Changes: Total \$ from \$875.00 to \$990.00. Total GRPs from 0 to 30.9. Total Spots from 16 to 21. Total CPM from \$0.00 to \$32.04. 4 buylines added or modified.
Revision	1/25/18 12:11 PM	ALESSIA MACH	Confirmed		\$0	Changes: Competitive Market Budget from \$875 to \$29,167.
Revision	1/23/18 10:11 AM	ALESSIA MACH	Confirmed		\$0	Changes: Original contract Type Id to 1, Contract Type Id from Spot to POLITICAL/VOTE, Demo Meta to [R16], Orguser Entered Dollars to \$0.00, User Entered \$ from \$0.00 to \$875.00.
Queued for Electronic Contracting	1/23/18 10:00 AM				\$0	
New	1/23/18 8:58 AM	ALESSIA MACH	Confirmed	16	\$875.00	\$875.00

**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.