



#1291970

Contract # 25079979

Changes as of: 2/26/2016 at 1:11 PM

Version: Highlighting Revision 1

CPE:

Flight: 2/24/16 - 3/1/16

Total \$: \$1,395.00

Agency: STRATEGIC MEDIA
SERV

Advertiser: Gohmert-TX CD-1

Station: KETK
Market: Tyler

Total Spots: 30

STRATEGIC MEDIA
SERVICES 1911
NORTH FT MYER
DRIVE SUITE 400
ARLINGTON VA
2000222097

Product: Gohmert-TX CD-1

Office: WASHINGTON

Total CPP: \$0.00

Primary Demo: Adults 35+

Agency Order #:

Salesperson: JACOB ROTH
Assistant: JACOB ROTHTotal GRP: 0
Traffic #: 1291970

Buyer: BEN RHEAULT

Con Type: POLITICAL/VOTE

Separation:

Comments: New Order

Candidate - GOHMERT TX CD-1

PLS CFM Rates Back
T/R Jacob

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/24 - 3/1							Total Spots	Total		GRP
							2/24	2/25	2/26	2/27	2/28	2/29	3/1		\$	CPP	
1	M,W-F 5:30a-6a		KETK 56 TODAY	\$15.00	0.0	30	1	1	1	0	0	0	1	4	\$60.00	\$0.00	0.0
2	M,W-F 6a-6:30a		KETK 56 Today	\$25.00	0.0	30	0	1	0	0	0	1	0	2	\$50.00	\$0.00	0.0
3	M,W-F 6:30a-7a		KETK 56 Today	\$25.00	0.0	30	1	0	1	0	0	0	1	3	\$75.00	\$0.00	0.0
REV-4	Sa 8a-8:30a		KETK Today Sat	\$5.00	0.0	30	0	0	0	1	0	0	0	0	\$0.00	\$0.00	0.0
5	M,W-F 7a-11a		Today Show ROS	\$15.00	0.0	30	0	1	1	0	0	1	0	3	\$45.00	\$0.00	0.0
6	Su 10p-10:30p		Sun 10p News	\$100.00	0.0	30	0	0	0	0	1	0	0	1	\$100.00	\$0.00	0.0
7	M,W-F 6p-6:30p		KETK NEWS 6p	\$75.00	0.0	30	1	1	1	0	0	1	1	5	\$375.00	\$0.00	0.0
8	Sa 5p-5:30p		KETK Live at 5p	\$55.00	0.0	30	0	0	0	1	0	0	0	1	\$55.00	\$0.00	0.0
9	Su 5p-5:30p		KETK Live at 5p	\$55.00	0.0	30	0	0	0	0	1	0	0	1	\$55.00	\$0.00	0.0
10	M,W-F 10p-10:35p		KETK News at 10p	\$90.00	0.0	30	1	1	1	0	0	1	1	5	\$450.00	\$0.00	0.0
11	Sa 10p-10:30p		Sat 10p News	\$80.00	0.0	30	0	0	0	1	0	0	0	1	\$80.00	\$0.00	0.0
12	M,W-F 5a-5:30a		KETK 56 TODAY	\$15.00	0.0	30	1	0	1	0	0	0	1	3	\$45.00	\$0.00	0.0
REV+ 13	Su 9a-10a		Today Sunday	\$5.00	0.0	30	0	0	0	0	0	0	0	1	\$5.00	\$0.00	0.0
TOTALS:							5	5	6	2	3	4	5	30	\$1,395.00	\$0.00	0.0



KATZ TELEVISION
GROUP

Contract # 25079979
CPE: STRATEGIC MEDIA
Agency: SERV
STRATEGIC MEDIA
SERVICES 1911
NORTH FT MYER
DRIVE SUITE 400
ARLINGTON VA
2000222097

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Flight: 2/24/16 - 3/1/16
Advertiser: Gohmert-TX CD-1
Product: Gohmert-TX CD-1
Primary Demo: Adults 35+
Agency Order #:
Buyer: BEN RHEAULT
Station: KETK
Market: Tyler
Office: WASHINGTON
Salesperson: JACOB ROTH
Assistant: JACOB ROTH
Con Type: POLITICAL/VOTE
Total \$: \$1,395.00
Total Spots: 30
Total CPP: \$0.00
Total GRP: 0
Traffic #: 1291970
Separation:

Hit Listed Programs

Order Level Comments

Date/Time	Added by	Comment
02/26/16 1:11 PM	JACOB ROTH	New Order Candidate - GOHMERT TX CD-1 PLS CFM Rates Back
02/25/16 4:01 PM	Patrice Minor	In4 1x na 2/27 rate too low...mg offer 1x 2/28 Today Sunday 9-10a
02/19/16 10:43 AM	Patrice Minor	In4 rate too low...mg offer 1x 2/28 9-10a Sunday Today
02/18/16 2:46 PM	JACOB ROTH	New Order Candidate - GOHMERT TX CD-1 PLS CFM Rates Back T/R Jacob

Competitive Information

Market Budget: \$19,929
KETK Share: 7%
Comment:
KFXK: 2%
KLTV: 75%
KYTX: 16%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	30	\$1,395.00	N/A	0.0
Total	100%	30	\$1,395.00	N/A	0.0

Monthly Summary

Month	Spots	Dollars
2016-Feb	21	\$970.00
2016-Mar	9	\$425.00
Total	30	\$1,395.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	2/26/16 1:11 PM	JACOB ROTH	Revised			\$0	\$1,395.00	Changes: 2 buylines added or modified.
Makegood #2	2/25/16 4:01 PM	Patrice Minor	Sent To Rep			\$0	\$1,395.00	
Makegood #1	2/19/16 10:43 AM	Patrice Minor	Sent To Rep			\$0	\$1,395.00	
Queued for Electronic Contracting	2/19/16 9:42 AM					\$0	\$0	
New	2/18/16 2:46 PM	JACOB ROTH	Confirmed	30		\$1,395.00	\$1,395.00	

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.