



#1291970

Contract # 25079979 Changes as of: 2/26/2016 at 1:11 PM Version: Highlighting Revision 1

CPE: STRATEGIC MEDIA Agency: STRATEGIC MEDIA Advertiser: Gohmert-TX CD-1 Station: KETK Total \$: \$1,395.00

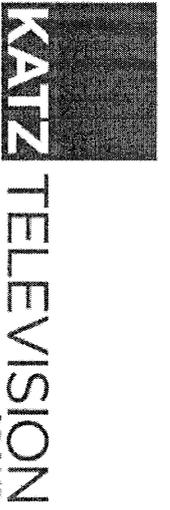
Agency: SERH STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON VA 2000222097 Product: Gohmert-TX CD-1 Market: Tyler Total Spots: 30

Primary Demo: Adults 35+ Office: WASHINGTON Total CPP: \$0.00

Agency Order #: Buyer: BEN RHEAULT Salesperson: JACOB ROTH Assistant: JACOB ROTH Con Type: POLITICAL/VOTE Total GRP: 0 Traffic #: 1291970 Separation:

Comments: New Order Candidate - GOHMERT TX CD-1 PLS CFM Rates Back

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/24 - 3/1					Total Spots	Total \$	CPP	GRP		
							2/24	2/25	2/26	2/27	2/28					2/29	3/1
1	M,W-F 5:30a-6a		KETK 56 TODAY	\$15.00	0.0	30	1	1	1	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	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	1	3	\$75.00	\$0.00	0.0	
REV-4	Sa 8a-8:30a		KETK Today Sat	\$5.00	0.0	30	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	3	\$45.00	\$0.00	0.0	
6	Su 10p-10:30p		Sun 10p News	\$100.00	0.0	30	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	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	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	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	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	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	1	3	\$45.00	\$0.00	0.0	
REV+ 13	Su 9a-10a		Today Sunday	\$5.00	0.0	30	0	0	0	0	1	0	1	\$5.00	\$0.00	0.0	
TOTALS:							5	5	5	2	3	4	5	30	\$1,395.00	\$0.00	0.0



Contract # 25079979 **Changes as of:** 2/26/2016 at 1:11 PM **Version:** Highlighting Revision 1
CPE: STRATEGIC MEDIA **Flight:** 2/24/16 - 3/1/16 **Station:** KETK **Total \$:** \$1,395.00
Agency: SERV **Advertiser:** Gohmert-TX CD-1 **Market:** Tyler **Total Spots:** 30
Product: Gohmert-TX CD-1 **Office:** WASHINGTON **Total CPM:** \$0.00
Primary Demo: Adults 35+ **Salesperson:** JACOB ROTH **Total GRP:** 0
Agency Order #: **Assistant:** JACOB ROTH **Traffic #:** 1291970
Buyer: BEN RHEAULT **Con Type:** POLITICAL/VOTE **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	T/R Jacob
02/19/16 10:43 AM	Patrice Minor	ln4 1x na 2/27 rate too low...mg offer 1x 2/28 Today Sunday 9-10a
02/18/16 2:46 PM	JACOB ROTH	New Order Candidate - GOHMERT TX CD-1 PLS CFM Rates Back

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.