

CONTRACT



KWTX
6700 American Plaza
Waco, TX 76712
Sales T & C: www.gray.tv/advertising
(254) 776-1330

<u>Contract / Revision</u> 1528945 /		<u>Alt Order #</u>
<u>Advertiser</u> Cody Johnson		<u>Original Date / Revision</u> 02/18/20 / 02/27/20
<u>Contract Dates</u> 02/19/20 - 03/03/20	<u>Estimate #</u> Slawson Contrast Ad-1	
<u>Product</u> State Rep TX District 59		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWTX	<u>Account Executive</u> Waco House	<u>Sales Office</u> Waco National
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 162259	<u>Advertiser Ref</u> 177415	

And:

Tomahawk Strategies
101 Park Ave Suite 1300?
Oklahoma City, OK 73102

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KWTX	02/19/20	03/03/20	News 10 @ 5p	5p-530p		:30			NM	13	\$3,185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	--WTF--				3	\$245.00			
	Week:	02/24/20	03/01/20	MTWTF--				9	\$245.00			
	Week:	03/02/20	03/08/20	M-----				1	\$245.00			
N 2	KWTX	02/19/20	03/03/20	News 10 @ 6p	6p-630p		:30			NM	13	\$4,745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	--WTF--				3	\$365.00			
	Week:	02/24/20	03/01/20	MTWTF--				9	\$365.00			
	Week:	03/02/20	03/08/20	M-----				1	\$365.00			
N 3	KWTX	02/19/20	03/03/20	M-F News 10 @ 10p	10p-1035p		:30			NM	13	\$6,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	--WTF--				3	\$520.00			
	Week:	02/24/20	03/01/20	MTWTF--				9	\$520.00			
	Week:	03/02/20	03/08/20	M-----				1	\$520.00			
N 4	KWTX	02/19/20	03/03/20	News 10 @ 6a	558a-7a		:30			NM	13	\$3,055.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	--WTF--				3	\$235.00			
	Week:	02/24/20	03/01/20	MTWTF--				8	\$235.00			
	Week:	03/02/20	03/08/20	MT-----				2	\$235.00			
N 5	KWTX	02/19/20	03/03/20	CBS This Morning	658a-9a		:30			NM	13	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	--WTF--				3	\$135.00			
	Week:	02/24/20	03/01/20	MTWTF--				8	\$135.00			
	Week:	03/02/20	03/08/20	MT-----				2	\$135.00			
N 6	KWTX	02/19/20	03/03/20	CBS Sunday Morning	758a-930a		:30			NM	7	\$1,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	-----S				3	\$170.00			
	Week:	02/24/20	03/01/20	-----S				4	\$170.00			
	Week:	03/02/20	03/08/20	-----				0	\$0.00			
N 7	KWTX	02/19/20	03/03/20	Face The Nation	930a-1030a/1028a		:30			NM	12	\$2,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	-----S				4	\$55.00			








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<u>Contract Dates</u> 02/19/20 - 03/03/20	<u>Product</u> State Rep TX District 59	<u>Estimate #</u> Slawson Contrast Ad-1

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	2	KWTX	02/17/20-02/23/20	Face The Nation	930a-1030a/1028a	-----Su	:30		\$55.00	NM		
	See MG 7.8,7.9,7.10,7.11,7.12 already one in each break											
	4	KWTX	02/17/20-02/23/20	Face The Nation	930a-1030a/1028a	-----Su	:30		\$55.00	NM		
	See MG 7.13,7.14											
	8	KWTX	02/17/20-02/23/20	Early Morning Rot Sa-Su	Sa 4a-8a/Su 4a-11	-----Su	:30		\$55.00	NM		
		MG for 8.2,8.1,7.2										
	9	KWTX	02/23/20-03/01/20	Sunday Prime Hr 4	9p-10p	-----Su	:30		\$545.00	NM		
		MG for 8.2,8.1,7.2										
	10	KWTX	02/23/20-03/01/20	Sunday Prime Hr 4	9p-10p	-----Su	:30		\$545.00	NM		
		MG for 8.2,8.1,7.2										
	11	KWTX	02/23/20-03/01/20	Su News 10 @ 530p	530p-6p	-----Su	:30		\$50.00	NM		
		MG for 8.2,8.1,7.2										
	12	KWTX	02/23/20-03/01/20	Su News 10 @ 530p	530p-6p	-----Su	:30		\$50.00	NM		
		MG for 8.2,8.1,7.2										
	13	KWTX	03/01/20-03/01/20	Early Morning Rot Sa-Su	Sa 4a-8a/Su 4a-11	-----Su	:30		\$55.00	NM		
		MG for 8.4,7.4										
	14	KWTX	02/26/20-02/26/20	Wednesday Prime Hr 3	9p-10p	---W-----	:30		\$595.00	NM		
	Week: 02/24/20		03/01/20	-----S				3	\$55.00			
<div><div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>												
	5	KWTX	02/24/20-03/01/20	Face The Nation	930a-1030a/1028a	-----Su	:30		\$55.00	NM		
	See MG 7.15											
	15	KWTX	02/24/20-03/01/20	CBS Evening News Su	5p-530p	-----Su	:30		\$55.00	NM		
		MG for 7.5 03/01										
	Week: 03/02/20		03/08/20	-----				0	\$0.00			
N 8	KWTX	02/19/20	03/03/20	Sunday Prime Hr 1	558p-7p		:30			NM	4	\$2,380.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	Week: 02/17/20		02/23/20	-----S				4	\$595.00			
	1	KWTX	02/17/20-02/23/20	Sunday Prime Hr 1	558p-7p	-----Su	:30		\$595.00	NM		
	See MG 7.8,7.9,7.10,7.11,7.12 already in every break											
	2	KWTX	02/17/20-02/23/20	Sunday Prime Hr 1	558p-7p	-----Su	:30		\$595.00	NM		
	See MG 7.8,7.9,7.10,7.11,7.12 already in every break											
	4	KWTX	02/17/20-02/23/20	Sunday Prime Hr 1	558p-7p	-----Su	:30		\$595.00	NM		
	See MG 7.13,7.14											
	Week: 02/24/20		03/01/20	-----S				3	\$595.00			
	Week: 03/02/20		03/08/20	-----				0	\$595.00			
N 9	KWTX	02/19/20	03/03/20	Sa-Su News 10 @ 10p	10p-1035p		:30			NM	6	\$3,120.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	Week: 02/17/20		02/23/20	-----S				3	\$520.00			
	Week: 02/24/20		03/01/20	-----S				3	\$520.00			
	Week: 03/02/20		03/08/20	-----				0	\$0.00			
N 10	KWTX	02/19/20	03/03/20	News 10 @ Noon	1158a-1230p		:30			NM	13	\$1,690.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	Week: 02/17/20		02/23/20	--WTF--				3	\$130.00			
	Week: 02/24/20		03/01/20	MTWTF--				9	\$130.00			
	Week: 03/02/20		03/08/20	M-----				1	\$130.00			
N 11	KWTX	02/19/20	03/03/20	M-F 9a-10a	9a-10a		:30			NM	13	\$1,040.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	Week: 02/17/20		02/23/20	--WTF--				3	\$80.00			

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Week:		02/24/20	03/01/20	MTWTF--				8	\$80.00			
Week:		03/02/20	03/08/20	MT-----				2	\$80.00			
N 12	KWTX	02/19/20	03/03/20	Late Late Show	1137p-1237a		:30			NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----				0	\$0.00			
Week:		02/24/20	03/01/20	MTWTF--				4	\$25.00			
Week:		03/02/20	03/08/20	-----				0	\$0.00			
Totals											124	\$31,190.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/20 - 02/23/20	33	\$8,555.00	(\$1,283.25)	\$7,271.75
02/24/20 - 03/03/20	91	\$22,635.00	(\$3,395.25)	\$19,239.75
Totals	124	\$31,190.00	(\$4,678.50)	\$26,511.50

Signature: _____ **Date:** _____

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