

# CONTRACT



**KXAN**  
 908 W. Martin Luther King Jr. Blvd.  
 Austin, TX 78701  
 (512) 476-3636

<u>Contract / Revision</u> 172625 /	<u>Alt Order #</u>
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<u>Product</u> MAY 7-12th	
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<u>Contract Dates</u> 05/07/12 - 05/13/12	<u>Estimate #</u> 11072
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<u>Advertiser</u> POL/Leffingwell for Mayor	<u>Original Date / Revision</u> 05/01/12 / 05/01/12
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And:

**Media Strategies & Research**  
 11350 Random Hills Road  
 Suite 670  
 Fairfax, VA 22030  
 USA

<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
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<u>Station</u> KXAN	<u>Account Executive</u> Holly Trimble	<u>Sales Office</u> Austin Local Sa
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<u>Special Handling</u>
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<u>Demographic</u> Adults 25-54
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<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
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<u>Agency Ref</u> IN2114/IN2116/SP175:	<u>Advertiser Ref</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KXAN	05/07/12	05/13/12	M-F KXAN News Tdy/5:30a	530a-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/07/12	05/13/12	--W----				1	\$400.00			
N 2	KXAN	05/07/12	05/13/12	M-F KXAN News @ 6p	6p-630p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/07/12	05/13/12	MT-TF--				4	\$1,000.00			
<b>Totals</b>											<b>5</b>	<b>\$4,400.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
04/30/12 - 05/11/12	5	\$4,400.00	\$3,740.00
<b>Totals</b>	<b>5</b>	<b>\$4,400.00</b>	<b>\$3,740.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> KXAN-TV Austin	<b>Date:</b> 4/30/2012
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I, Media Strategies and Research,  
 being on behalf of: Lee Leffingwell, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Mayor  
 in the General  
 election to be held on Saturday, May 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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**SEE ATTACHED SCHEDULE**

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:	Date of Last Broadcast:
Tuesday, May 01, 2012	Sunday, May 06, 2012

**Total Gross Charges: \$7,700.00**



Media Strategies and Research  
 1580 Lincoln Street, Suite 510    11350 Random Hills Road, Suite 670  
 Denver, Colorado 80203            Fairfax, Virginia 22030  
 (303) 989-4700                        (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

I represent that the payment for the above described broadcast time has been furnished by:

Lee Leffingwell for Mayor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kitty Clark

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Monday, April 30, 2012

Date

Signature

***To Be Signed By Station Representative***

Accepted

Accepted In Part

Rejected

Signature

Printed Name

Title





# Station Order Leffingwell for Mayor

**Market:** Austin

Estimate ID
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**Flight Dates:** Monday, May 07, 2012 to Saturday, May 12, 2012

11072
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**Contact:** Holly Trimble  
**Email:** Holly.Trimble@kxan.com

**Phone:** 512-476-3636  
**Fax:** 512-478-4911  
**Direct:** 512-703-5266

## KXAN-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Total
					May 07	May 08	May 09	May 10	May 11	May 12	
KXAN 5:30a News	EM		M-F	\$400.00			1				1
5:30 AM 7:00 AM		30		\$400.00							
Sold Out: Lowest Rate to Clear per KXAN											
KXAN 6p News	EN		M-F	\$1,000.00	1	1		1	1		4
6:00 PM 6:30 PM		30		\$4,000.00							
Sold Out: Lowest Rate to Clear per KXAN											
<b>Station Gross Totals</b>				<b>\$4,400.00</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>		<b>5</b>

Chris Vail  
**Media Strategies and Research**  
 11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030  
 703-877-2000 303-764-9956 Fax  
 ChrisV@mediastrategies.com

Date/Time Sent: 4/30/2012 3:43:32 PM  
 KXAN-TV  
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# CONTRACT



**KXAN**  
 908 W. Martin Luther King Jr. Blvd.  
 Austin, TX 78701  
 (512) 476-3636

<u>Contract / Revision</u> 172603 /		<u>Alt Order #</u>
<u>Product</u> MAY 1-6th		
<u>Contract Dates</u> 05/01/12 - 05/06/12		<u>Estimate #</u> 11070
<u>Advertiser</u> POL/Leffingwell for Mayor		<u>Original Date / Revision</u> 05/01/12 / 05/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KXAN	<u>Account Executive</u> Holly Trimble	<u>Sales Office</u> Austin Local Sa
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
 11350 Random Hills Road  
 Suite 670  
 Fairfax, VA 22030  
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KXAN	05/01/12	05/06/12	M-F Early KXAN Nws Tdy	5a-530a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/30/12	05/06/12	--W----				1	\$100.00			
N 2	KXAN	05/01/12	05/06/12	M-F KXAN News Tdy/5:30a	530a-7a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/30/12	05/06/12	--WTF--				3	\$400.00			
N 3	KXAN	05/01/12	05/06/12	M-F/ KXAN News @5p	5p-530p		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/30/12	05/06/12	-TWTF--				4	\$600.00			
N 4	KXAN	05/01/12	05/06/12	M-F KXAN News @ 6p	6p-630p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/30/12	05/06/12	-TWTF--				4	\$1,000.00			
<b>Totals</b>											12	\$7,700.00

Time Period	# of Spots	Gross Amount	Net Amount
04/30/12 -05/04/12	12	\$7,700.00	\$6,545.00
<b>Totals</b>	12	\$7,700.00	\$6,545.00

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



# Station Order Revised Leffingwell for Mayor

**Market:** Austin  
**Flight Dates:** Tuesday, May 01, 2012 to Sunday, May 06, 2012

Estimate ID
11070

**Contact:** Holly Trimble  
**Email:** Holly.Trimble@kxan.com

**Phone:** 512-476-3636  
**Fax:** 512-478-4911  
**Direct:** 512-703-5266

## KXAN-TV

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				May 01	May 02	May 03	May 04	May 05	May 06	
KXAN 5a News	EM	M-F	\$100.00		1					1
5:00 AM 5:30 AM		30	\$100.00							
Sold Out: Lowest Rate to Clear per KXAN										
KXAN 5:30a News	EM	M-F	\$400.00		1	1	1			3
5:30 AM 7:00 AM		30	\$1,200.00							
Sold Out: Lowest Rate to Clear per KXAN										
KXAN 5p News	EN	M-F	\$600.00	1	1	1	1			4
5:00 PM 5:30 PM		30	\$2,400.00							
Sold Out: Lowest Rate to Clear per KXAN										
KXAN 6p News	EN	M-F	\$1,000.00	1	1	1	1			4
6:00 PM 6:30 PM		30	\$4,000.00							
Sold Out: Lowest Rate to Clear per KXAN										
<b>Station Gross Totals</b>			<b>\$7,700.00</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>			<b>12</b>

Chris Vail  
**Media Strategies and Research**  
 11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030  
 703-877-2000 303-764-9956 Fax  
 ChrisV@mediastrategies.com

Date/Time Sent: 4/30/2012 3:17:26 PM  
 KXAN-TV  
 Page 1 of 1



## Station Order Add to Schedule Leffingwell for Mayor

**Market:** Austin  
**Flight Dates:** Wednesday, May 09, 2012 to Saturday, May 12, 2012

Estimate ID
11127

**Contact:** Holly Trimble  
**Email:** Holly.Trimble@kxan.com

**Phone:** 512-476-3636  
**Fax:** 512-478-4911  
**Direct:**

### KXAN-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Total
				May 09	May 10	May 11	May 12	
KXAN 5a News	EM	M-F 30	\$100.00	1	1	1		3
5:00 AM 5:30 AM		30	\$300.00					
Sold Out: Lowest Rate to Clear per KXAN								
KXAN 5:30a News	EM	M-F 30	\$400.00		1	1		2
5:30 AM 7:00 AM		30	\$800.00					
Sold Out: Lowest Rate to Clear per KXAN								
KXAN 5p News	EN	M-F 30	\$600.00			1		1
5:00 PM 5:30 PM		30	\$600.00					
Sold Out: Lowest Rate to Clear per KXAN								
KXAN 6p News	EN	M-F 30	\$1,000.00	1				1
6:00 PM 6:30 PM		30	\$1,000.00					
Sold Out: Lowest Rate to Clear per KXAN								
KXAN 10p News	LN	M-F 30	\$350.00	1	1	1		3
10:00 PM 10:35 PM		30	\$1,050.00					
<b>Station Gross Totals</b>			<b>\$3,750.00</b>	<b>3</b>	<b>3</b>	<b>4</b>		<b>10</b>

Chris Vail  
**Media Strategies and Research**  
 11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030  
 703-877-2000 303-764-9956 Fax  
 ChrisV@mediastراتيجies.com

Date/Time Sent: 5/8/2012 12:08:07 PM  
 KXAN-TV  
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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KXAN-TV Austin	<b>Date:</b> 5/1/2012
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I, Media Strategies and Research,  
 being on behalf of: Lee Leffingwell, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Mayor  
 in the General  
 election to be held on Saturday, May 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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**SEE ATTACHED SCHEDULE**

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:	Date of Last Broadcast:
<b>Monday, May 07, 2012</b>	<b>Saturday, May 12, 2012</b>

**Total Gross Charges: \$4,400.00**



**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
 Denver, Colorado 80203  
 (303) 989-4700

11350 Random Hills Road, Suite 670  
 Fairfax, Virginia 22030  
 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

I represent that the payment for the above described broadcast time has been furnished by:

**Lee Leffingwell for Mayor**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Kitty Clark**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Tuesday, May 01, 2012

Date



Signature

**To Be Signed By Station Representative**

Accepted

Accepted In Part

Rejected

Signature

Printed Name

Title



**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
Denver, Colorado 80203  
(303) 989-4700

11350 Random Hills Road, Suite 670  
Fairfax, Virginia 22030  
(703) 877-2000



Station Buy Detail  
Austin, TV Add

Est ID: 11127

**Client:** Leffingwell for Mayor  
**Flight Dates:** Wednesday, May 09, 2012 to Saturday, May 12, 2012

**KXAN-TV**

Program Name	DP	Length	Days	Rate	Wed	Thu	Fri	Sat	Total
					May 09	May 10	May 11	May 12	
KXAN 5a News	EM	M-F		\$100.00		1	1		2
5:00 AM - 5:30 AM		30		\$200.00					
Sold Out: Lowest Rate to Clear per KXAN									
KXAN 5:30a News	EM	M-F		\$400.00		1	1		2
5:30 AM - 7:00 AM		30		\$800.00					
Sold Out: Lowest Rate to Clear per KXAN									
KXAN 5p News	EN	M-F		\$600.00			1		1
5:00 PM - 5:30 PM		30		\$600.00					
Sold Out: Lowest Rate to Clear per KXAN									
KXAN 6p News	EN	M-F		\$1,000.00	1				1
6:00 PM - 6:30 PM		30		\$1,000.00					
Sold Out: Lowest Rate to Clear per KXAN									
KXAN 10p News	LN	M-F		\$350.00	1	1	1		3
10:00 PM - 10:35 PM		30		\$1,050.00					
<b>Station Totals</b>				<b>\$3,650.00</b>	<b>2</b>	<b>3</b>	<b>4</b>		<b>9</b>
<b>Station Net</b>				<b>\$3,102.50</b>					

**Media Strategies and Research**  
1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700  
11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

KXAN-TV  
Holly Trimble  
908 W Martin Luther King Jr Blvd Austin TX  
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