



# Buy Detail Report

Date: 10/16/20

Client: Texans for Bob Pemberton  
 Media: TV  
 Product: Political  
 Primary Demo: Adults 35+  
 Flight Start Date: 10/22/2012  
 Flight End Date: 10/28/2012  
 Buyer: Haley Beth Davis  
 Vendor: KXAN  
 Bill To: Davis Lenz Media  
 6060 N. Central Expy  
 Suite 560  
 Dallas, TX 75206  
 Phone: 214/599-0900  
 Fax: 214/599-9696  
 Affiliation: NBC

Daypart	COST	NET CST	Days Mon Tue Wed Thu Fri Sat Sun							Total Spots	Total Adults 35+ RTG CPP
			Dur	10/22	10/23	10/24	10/25	10/26	10/27		

**AUSTIN**  
KXAN-TV

Total Spots:		7	7	6	6	3	1	1	31	76.1
Total GRP/GIMP(000):		19.4	17.2	15.2	14.7	5.5	2.8	1.3		\$195.47
Total Cost:		\$14,875.00								\$166.15
Total		OCT 12	\$14,875.00	\$12,643.75					31	

# Buy Detail Report

Date: 10/16/20

Client: Texans for Bob Pemberton  
 Media: TV  
 Product: Political  
 Primary Demo: Adults 35+

Flight Start Date: 10/29/2012  
 Flight End Date: 11/6/2012  
 Buyer: Haley Beth Davis

Vendor: KXAN  
 Affiliation: NBC

Bill To: Davis Lenz Media  
 6060 N. Central Expy  
 Suite 560  
 Dallas, TX 75206  
 Phone: 214/599-0900  
 Fax: 214/599-9696

Daypart	COST	NET	Dur	Days							Total Spots	Total Adults 35+		
				Mon	Tue	Wed	Thu	Fri	Sat	Sun				
<b>AUSTIN</b>														
<b>KXAN-TV</b>														
M-F 5:30a-7a Am News	\$275.00	\$233.75	30	1	2	1	2	1	0	0	1	1	9	2.0
M-F 12n-12:30p Noon News	\$100.00	\$85.00	30	1	1	1	1	1	0	0	0	1	6	1.5
M-F 4p-5p Jeopardy	\$225.00	\$191.25	30	1	1	1	1	1	0	0	0	0	5	2.0
M-F 5p-5:30p 5pm News	\$625.00	\$531.25	30	1	1	1	1	0	0	0	0	0	4	3.0
M-F 6:30p-7p Wheel	\$1,100.00	\$935.00	30	1	0	1	0	0	0	0	1	0	3	4.2
M-Su 10p-10:35p Late News	\$1,500.00	\$1,275.00	30	1	1	0	1	0	0	0	0	0	3	4.2
M-F 10:35p-11:35p Tonight Show	\$450.00	\$382.50	30	1	1	1	0	0	0	0	1	0	4	2.5
Su 8a-9a CBS Sunday Morn	\$375.00	\$318.75	30	0	0	0	0	0	0	1	0	0	1	1.3

RTG  
 CPP



## 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> 10-16-12
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I, Haley Beth Davis,

being/on behalf of: Bob Pemberton, a legally

qualified candidate of the Republican political

party for the office of: Justice, 3rd court of Appeals

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See attached			

**Total Charges:** 26,817.50 NET

