



Station Buy Detail
Austin, TV

Est ID: 13017

Client: Watkins for 3rd Court of Appeals

Flight Dates: Wednesday, October 31, 2012 to Thursday, November 01, 2012

KXAN-TV

Program Name	DP	Length	Days	Rate	Wed	Thu	Total
					Oct 31	Nov 01	
Today Show	EM	M-F		\$600.00	1		1
7:00 AM - 9:00 AM		30		\$600.00			
Sold Out: Lowest Rate to Clear per KXAN.							
KXAN 5p News	EN	M-F		\$625.00	1		1
5:00 PM - 5:30 PM		30		\$625.00			
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.							
Wheel of Fortune	PA	M-F		\$675.00		1	1
6:30 PM - 7:00 PM		30		\$675.00			
KXAN 10p News	LN	M-F		\$900.00	1		1
10:00 PM - 10:35 PM		30		\$900.00			
Station Totals				\$3,800.00	3	2	5
Station Net				\$3,230.00			

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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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

Station and Location: KXAN-TV Austin	Date: 10/30/2012
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I, Media Strategies and Research,
 being on behalf of: Karen Watkins, a legally
 qualified candidate of the Democratic political
 party for the office of: 3rd Court of Appeals
 in the General
 election to be held on: Tuesday, November 06, 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 SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Wednesday, October 31, 2012			Thursday, November 01, 2012		

Total Charges: \$3,800.00

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

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

_____ 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:

Chris Elliott

_____ 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 PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Tuesday, October 30, 2012



Date

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title



Station Order Watkins for 3rd Court of Appeals

Market: Austin

Estimate ID

Flight Dates: Wednesday, October 31, 2012 to Thursday, November 01, 2012

13017

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	Total
				Oct 31	Nov 01	
Today Show	EM	M-F	\$600.00	1		1
7:00 AM 9:00 AM		30	\$600.00			
Sold Out: Lowest Rate to Clear per KXAN.						
KXAN 5p News	EN	M-F	\$625.00	1		1
5:00 PM 5:30 PM		30	\$625.00			
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.						
Wheel of Fortune	PA	M-F	\$675.00		1	1
6:30 PM 7:00 PM		30	\$675.00			
KXAN 10p News	LN	M-F	\$900.00	1		1
10:00 PM 10:35 PM		30	\$900.00			
Station Gross Totals			\$3,800.00	3	2	5

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastategies.com

Date/Time Sent: 10/30/2012 11:14:58 AM

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

Station and Location: KXAN-TV Austin	Date: 10/18/2012
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I, Media Strategies and Research,
 being on behalf of: Karen Watkins, a legally
 qualified candidate of the Democratic political
 party for the office of: 3rd Court of Appeals
 in the General
 election to be held on: Tuesday, November 06, 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 SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, October 19, 2012			Thursday, October 25, 2012		

Total Charges: \$21,120.00

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

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

_____ 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:

Chris Elliott

_____ 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 PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, October 18, 2012

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title



Station Buy Detail Austin, TV

Est ID: 12719

Client: Watkins for 3rd Court of Appeals
Flight Dates: Friday, October 19, 2012 to Thursday, October 25, 2012

KXAN-TV

Program Name	DP	Length	Days	Rate	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Total
					Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25	
KXAN 5:30a News 5:30 AM - 7:00 AM	EM	30	M-F	\$275.00 \$1,375.00				2	1	1	1	5
Today Show 7:00 AM - 9:00 AM	EM	30	M-F	\$600.00 \$3,000.00				1	1	2	1	5
Sold Out: Lowest Rate to Clear per KXAN.												
Sunday 7a News 7:00 AM - 8:00 AM	EM	30	Su	\$140.00 \$140.00			1					1
KXAN Noon News 12:00 PM - 1:00 PM	DT	30	M-F	\$55.00 \$55.00						1		1
KXAN 5p News 5:00 PM - 5:30 PM	EN	30	M-F	\$625.00 \$3,125.00				1	2	1	1	5
Sold Out: Lowest Rate to Clear per KXAN.												
KXAN 6p News 6:00 PM - 6:30 PM	EN	30	M-F	\$1,000.00 \$6,000.00				2	1	2	1	6
Sold Out: Lowest Rate to Clear per KXAN.												
Wheel of Fortune 6:30 PM - 7:00 PM	PA	30	M-F	\$675.00 \$2,025.00				1	1		1	3
KXAN 10p News 10:00 PM - 10:35 PM	LN	30	M-F	\$900.00 \$4,500.00				1	1	1	2	5
Saturday 10p News 10:00 PM - 10:30 PM	LN	30	Sa	\$900.00 \$900.00		1						1
Station Totals				\$21,120.00		1	1	8	7	8	7	32
Station Net				\$17,952.00								

Media Strategies and Research

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