

# CONTRACT



**KXAS**  
**3100 McKinnon**  
**8th Floor**  
**Dallas, TX 75201**  
**(214) 745-5555**

www.nbcdfw.com

And:

**SRH MEDIA**  
**2204 COUNTRYSIDE**  
**SILVER SPRING, MD 20905**

<u>Contract / Revision</u> 325839 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 07/24/12 - 07/30/12		<u>Estimate #</u>
<u>Advertiser</u> TEXAS CONSERVATIVE FUND		<u>Original Date / Revision</u> 07/23/12 / 07/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KXAS	<u>Account Executive</u> Corey Lane	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 11341	<u>Advertiser Ref</u> 27817	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KXAS	07/24/12	07/24/12	4P-5P NBC5 NEWS	4P-5P	-T-----	:30	1	\$700.00	NM	1	\$700.00
N 2	KXAS	07/24/12	07/24/12	5P-530P NBC5 NEWS	5P-530P	-T-----	:30	1	\$1,200.00	NM	1	\$1,200.00
N 3	KXAS	07/24/12	07/24/12	6P-630P NBC5 NEWS	6P-630P	-T-----	:30	1	\$1,000.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KXAS	07/24/12-07/24/12	6P-630P NBC5 NEWS	6P-630P	-Tu-----	:30		<del>\$1,000.00</del>	NM		
	Credited DNA-NEWS SPL REPORT											
N 4	KXAS	07/24/12	07/24/12	10P-1035P L. NEWS 2000	10P-1035P	-T-----	:30	1	\$2,500.00	NM	1	\$2,500.00
N 5	KXAS	07/25/12	07/30/12	5A-530A NBC5 TODAY	5A-530A	1-111--	:30	4	\$450.00	NM	1	\$450.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KXAS	07/25/12-07/30/12	5A-530A NBC5 TODAY	5A-530A	M-WThF----	:30		<del>\$450.00</del>	NM		
	Credited PREEMPT-NO COPY											
	3	KXAS	07/25/12-07/30/12	5A-530A NBC5 TODAY	5A-530A	M-WThF----	:30		<del>\$450.00</del>	NM		
	Credited PREEMPT-NO COPY											
	4	KXAS	07/25/12-07/30/12	5A-530A NBC5 TODAY	5A-530A	M-WThF----	:30		<del>\$450.00</del>	NM		
	Credited PREEMPT-NO COPY											
N 6	KXAS	07/25/12	07/30/12	530A -6A NBC 5 TODAY	530A-6A	1-111--	:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
	Week:	07/24/12	07/30/12	1-111--	4	\$900.00						

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

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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N 7	KXAS	07/25/12	07/27/12	9A-10A TODAY 2	9A-10A	-- 111--	:30	3	\$600.00	NM	1	\$600.00																																																															
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N 9	KXAS	07/25/12	07/30/12	5P-530P NBC5 NEWS	5P-530P	1- 111--	:30	4	\$1,200.00	NM	1	\$1,200.00																																																															
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N 10	KXAS	07/25/12	07/30/12	6P-630P NBC5 NEWS	6P-630P	1- 111--	:30	4	\$1,000.00	NM	1	\$1,000.00																																																															

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<u>Contract Dates</u> 07/24/12 - 07/30/12		<u>Product</u>
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	2	KXAS	07/25/12-07/30/12	6P-630P NBC5 NEWS	6P-630P	M- WThF- - - -	:30	2	<del>\$1,000.00</del>	NM		
				Credited PREEMPT-NO COPY								
	3	KXAS	07/25/12-07/30/12	6P-630P NBC5 NEWS	6P-630P	M- WThF- - - -	:30	2	<del>\$1,000.00</del>	NM		
				Credited PREEMPT-NO COPY								
	4	KXAS	07/25/12-07/30/12	6P-630P NBC5 NEWS	6P-630P	M- WThF- - - -	:30	2	<del>\$1,000.00</del>	NM		
				Credited PREEMPT-NO COPY								
N 11	KXAS	07/25/12	07/26/12	10P-1035P L. NEWS 2000	10P-1035P	-- 11--	:30	2	\$2,500.00	NM	1	\$2,500.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KXAS	07/25/12-07/26/12	10P-1035P L. NEWS 2000	10P-1035P	--- WTh- - - - -	:30	1	<del>\$2,500.00</del>	NM		
				Credited PREEMPT-NO COPY								
N 12	KXAS	07/25/12	07/27/12	6A-7A NBC5 TODAY	6A-7A	-- 111--	:30	3	\$1,200.00	NM	1	\$1,200.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KXAS	07/25/12-07/27/12	6A-7A NBC5 TODAY	6A-7A	--- WThF- - - -	:30	1	<del>\$1,200.00</del>	NM		
				Credited PREEMPT-NO COPY								
	3	KXAS	07/25/12-07/27/12	6A-7A NBC5 TODAY	6A-7A	--- WThF- - - -	:30	1	<del>\$1,200.00</del>	NM		
				Credited PREEMPT-NO COPY								
N 13	KXAS	07/30/12	07/30/12	OLY EARLY MORNING M-F 5A-9A	5A-9A	M- - - - -	:30	3	\$2,000.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KXAS	07/30/12-07/30/12	OLY EARLY MORNING M-F 5A-9A	5A-9A	M- - - - -	:30	1	<del>\$2,000.00</del>	NM		
				Credited PREEMPT-NO COPY								
	2	KXAS	07/30/12-07/30/12	OLY EARLY MORNING M-F 5A-9A	5A-9A	M- - - - -	:30	1	<del>\$2,000.00</del>	NM		
				Credited PREEMPT-NO COPY								
	3	KXAS	07/30/12-07/30/12	OLY EARLY MORNING M-F 5A-9A	5A-9A	M- - - - -	:30	1	<del>\$2,000.00</del>	NM		
				Credited PREEMPT-NO COPY								
N 14	KXAS	07/28/12	07/28/12	OLY WKEND DAYTIME	5A-5P	-----S-	:30	1	\$5,500.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KXAS	07/28/12-07/28/12	OLY WKEND DAYTIME	5A-5P	-----Sa--	:30	1	<del>\$5,500.00</del>	NM		
				Credited PREEMPT-NO COPY								
N 15	KXAS	07/29/12	07/29/12	OLY WKEND DAYTIME	5A-5P	-----S	:30	1	\$5,500.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KXAS	07/29/12-07/29/12	OLY WKEND DAYTIME	5A-5P	-----Su	:30	1	<del>\$5,500.00</del>	NM		
				Credited PREEMPT-NO COPY								
N 16	KXAS	07/30/12	07/30/12	OLY WKDAY DYT M-F	9A-4P	M- - - - -	:30	1	\$1,100.00	NM	0	\$0.00

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This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**KXAS**  
**3100 McKinnon**  
**8th Floor**  
**Dallas, TX 75201**  
**(214) 745-5555**

www.nbcdfw.com

<u>Contract / Revision</u> 325839 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/24/12 - 07/30/12		<u>Product</u>
<u>Advertiser</u> TEXAS CONSERVATIVE I		<u>Estimate #</u>
		<u>Original Date / Revision</u> 07/23/12 / 07/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KXAS	07/30/12-07/30/12		OLY WKDAY DYT M-F	9A-4P	M-----	:30		<del>\$1,100.00</del>	NM		
Credited PREEMPT-NO COPY												
N 17	KXAS	07/25/12	07/27/12	7A-9A TODAY SHOW	7A-9A	--222--	:30	6	\$1,100.00	NM	2	\$2,200.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KXAS	07/25/12-07/27/12	7A-9A TODAY SHOW	7A-9A	---WThF---	:30		<del>\$1,100.00</del>	NM		
Credited PREEMPT-NO COPY												
	4	KXAS	07/25/12-07/27/12	7A-9A TODAY SHOW	7A-9A	---WThF---	:30		<del>\$1,100.00</del>	NM		
Credited PREEMPT-NO COPY												
	5	KXAS	07/25/12-07/27/12	7A-9A TODAY SHOW	7A-9A	---WThF---	:30		<del>\$1,100.00</del>	NM		
Credited PREEMPT-NO COPY												
	6	KXAS	07/25/12-07/27/12	7A-9A TODAY SHOW	7A-9A	---WThF---	:30		<del>\$1,100.00</del>	NM		
Credited PREEMPT-NO COPY												
<b>Totals</b>											13	\$15,150.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 -07/29/12	13	\$15,150.00	\$12,877.50
07/30/12 -07/30/12	0	\$0.00	\$0.00
<b>Totals</b>	13	\$15,150.00	\$12,877.50

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

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

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.