

# CONTRACT



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

www.nbcdfw.com

And:

**PATHFINDER COMMUNICATIONS**  
**312 MORNINGSIDE DR.**  
**SUITE C**  
**FRIENDSWOOD, TX 77546**

<u>Contract / Revision</u> 340614 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/08/12 - 10/14/12		<u>Estimate #</u>
<u>Advertiser</u> MARK SHELTON CAMPAIGN		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KXAS	<u>Account Executive</u> Tonyia Cleaver	<u>Sales Office</u> Dallas Local
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 98.20
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 08836	<u>Advertiser Ref</u> 28707	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KXAS	10/08/12	10/14/12	5A-530A NBC5 TODAY	5A-530A	MTWTF--	:30	3	\$200.00	1.10	NM	3	\$600.00
	LUR												
N 2	KXAS	10/08/12	10/14/12	6A-7A NBC5 TODAY	6A-7A	MTWTF--	:30	5	\$700.00	2.60	NM	5	\$3,500.00
	LUR												
N 3	KXAS	10/08/12	10/14/12	7A-9A TODAY SHOW	7A-9A	MTWTF--	:30	4	\$800.00	2.70	NM	4	\$3,200.00
	LUR												
N 4	KXAS	10/08/12	10/14/12	530A-6A WALL ST JRNL	530A-6A	-----S-	:30	1	\$100.00	0.70	NM	1	\$100.00
	LUR												
N 5	KXAS	10/08/12	10/14/12	6A-7A SAT NBC5 NEWS	6A-7A	-----S-	:30	1	\$200.00	1.90	NM	1	\$200.00
	LUR												
N 6	KXAS	10/08/12	10/14/12	7A-9A SAT TODAY	7A-9A	-----S-	:30	1	\$375.00	2.10	NM	1	\$375.00
	LUR												
N 7	KXAS	10/08/12	10/14/12	9A-10A SAT NBC5 NEWS	9A-10A	-----S-	:30	1	\$300.00	2.50	NM	1	\$300.00
	LUR												
N 8	KXAS	10/08/12	10/14/12	530A-6A CHRIS MATTHEWS	530A-6A	-----S	:30	1	\$75.00	0.60	NM	1	\$75.00
	LUR												
N 9	KXAS	10/08/12	10/14/12	6A-7A SUN NBC5 NEWS	6A-7A	-----S	:30	1	\$225.00	1.70	NM	1	\$225.00
	LUR												
N 10	KXAS	10/08/12	10/14/12	8A-9A SUN NBC5 NEWS	8A-9A	-----S	:30	1	\$300.00	2.50	NM	1	\$300.00
	LUR												
N 11	KXAS	10/08/12	10/14/12	9A-10A MEET THE PRESS	9A-10A	-----S	:30	1	\$1,500.00	2.10	NM	1	\$1,500.00
	LUR												
N 12	KXAS	10/08/12	10/14/12	10A-11A TODAY 3	10A-11A	MTWTF--	:30	1	\$150.00	1.60	NM	1	\$150.00
	LUR												

(\* 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 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> 340614 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/14/12		<u>Product</u>
<u>Advertiser</u> MARK SHELTON CAMPA		<u>Estimate #</u>
		<u>Original Date / Revision</u> 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 13	KXAS	10/08/12	10/14/12	NBC5 TODAY AT 11AM	11A-1130A	MTWTF--	:30	1	\$150.00	1.60	NM	1	\$150.00	
	LUR													
N 14	KXAS	10/08/12	10/14/12	9A-10A TODAY 2	9A-10A	MTWTF--	:30	2	\$350.00	2.10	NM	2	\$700.00	
	LUR													
N 15	KXAS	10/08/12	10/14/12	3P-4P M-F ELLEN DEGENE	3P-4P	MTWTF--	:30	4	\$400.00	1.20	NM	4	\$1,600.00	
	LUR													
N 16	KXAS	10/08/12	10/14/12	4P-5P NBC5 NEWS	4P-5P	MTWTF--	:30	1	\$400.00	2.20	NM	1	\$400.00	
	LUR													
N 17	KXAS	10/08/12	10/14/12	6P-630P NBC5 NEWS	6P-630P	MTWTF--	:30	1	\$700.00	3.10	NM	1	\$700.00	
	LUR													
N 18	KXAS	10/08/12	10/14/12	5P-530P SU 5P NEWS	5P-530P	-----S	:30	1	\$250.00	1.90	NM	1	\$250.00	
	LUR													
N 19	KXAS	10/08/12	10/14/12	9-10P DATELINE	9P-10P	----F--	:30	1	\$1,800.00	3.90	NM	1	\$1,800.00	
	LUR													
N 20	KXAS	10/08/12	10/14/12	8-9P CHICAGO FIRE	8P-9P	-----S-	:30	1	\$800.00	2.50	NM	1	\$800.00	
	LUR													
	LUR													
N 21	KXAS	10/08/12	10/14/12	SA9-10P LAW AND ORDER	9P-10P	-----S-	:30	1	\$800.00	2.40	NM	1	\$800.00	
	LUR													
N 22	KXAS	10/08/12	10/14/12	10P-1035P L. NEWS 2000	10P-1035P	MTWTF--	:30	5	\$1,500.00	3.00	NM	5	\$7,500.00	
	LUR													
N 23	KXAS	10/08/12	10/14/12	10P-1030P SA L NEWS	10P-1030P	-----S-	:30	1	\$1,200.00	2.80	NM	1	\$1,200.00	
	LUR													
N 24	KXAS	10/08/12	10/14/12	1035P-1135P TONIGHT S	1035-1135P	MTWTF--	:30	4	\$650.00	2.20	NM	4	\$2,600.00	
	LUR													
N 25	KXAS	10/08/12	10/14/12	10PM NEWS REPEAT	105A-135A	MTWTF--	:30	4	\$50.00	0.10	NM	4	\$200.00	
	LUR													
N 26	KXAS	10/08/12	10/14/12	1135-1235A JIMMY FALLON	1135P-1235A	MTWTF--	:30	2	\$150.00	0.90	NM	2	\$300.00	
	LUR													
N 27	KXAS	10/08/12	10/14/12	530P-6P NIGHTLY NEWS	530P-6P	MTWTF--	:30	5	\$1,100.00	0.00	NM	5	\$5,500.00	
	CDR													
N 28	KXAS	10/08/12	10/14/12	6P-630P NBC5 NEWS	6P-630P	MTWTF--	:30	3	\$1,150.00	0.00	NM	3	\$3,450.00	
	CDR													
N 29	KXAS	10/08/12	10/14/12	NBC5 TODAY 430A	430A-5A	MTWT---	:30	1	\$120.00	0.00	NM	1	\$120.00	
	CDR													
N 30	KXAS	10/11/12	10/11/12	VICE PRESIDENTIAL DEBA	8P-10P	---T---	:30	1	\$2,000.00	0.00	NM	1	\$2,000.00	
	LUR													
<b>Totals</b>												<b>98.20</b>	<b>60</b>	<b>\$40,595.00</b>

(\* 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.



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

www.nbcdfw.com

<u>Contract / Revision</u> 340614 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/14/12		<u>Product</u>
		<u>Estimate #</u>
<u>Advertiser</u> MARK SHELTON CAMPA		<u>Original Date / Revision</u> 10/05/12 / 10/05/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	60	\$40,595.00	\$34,505.75
<b>Totals</b>	60	\$40,595.00	\$34,505.75

**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.