

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:

Date:

I, Jesse Demastrie - GMMB,
 being/on behalf of: Hillary for America,
 a legally qualified candidate of the Democratic
 political party for the office of: President of the United States
 in the Primary
 election to be held on: 2/1/2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Hillary for America

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:

Jose H. Villarreal

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

7/17/15

Date _____

Signature

To Be Signed By Station Representative

Accepted

□ Accepted in Part

☐ Rejected

Signature

Printed Name _____

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Hillary for America

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Jesse Demastrie - Authorized Media Buyer GMMB

printed name

7/17/15

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

TO: Carol Kellum	STATION:KTVO
FROM: Ryan Gordon	HRP OFFICE: DC

REQUEST RECEIVED FROM

DATE: 7/21/2015

BUYER:	Jesse Demastrie
AGENCY:	GMMB
ADDRESS:	3050 K St NW
PHONE #:	703-528-9967
FAX #:	703-516-9680
OTHER:	

AVAILS FOR

COMMITTEE:	
CPMGN MGR.	
TREASURER:	
ADDRESS:	
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Hilary for President
OFFICE:	President
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	TBD
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

KTVO-TV/NTVO-TV

STATEMENT OF POLICY ON POLITICAL ADVERTISING

It is the intention of KTVO-NTVO (TV) to comply fully with all applicable laws and regulations relating to the use of the Station by legally qualified candidates for public office. Our policies regarding political broadcasting are designed to meet all legal requirements. However, to the extent permitted by law, KTVO-NTVO (TV) reserves the right to modify this policy at any time. This policy is provided for general information, and is not intended to be a part of any advertising contract. Any advertising contract is governed by law and by its own terms.

CANDIDATES FOR FEDERAL OFFICE. We afford legally qualified candidates for federal elective office reasonable access to KTVO-NTVO (TV) by permitting the purchase of reasonable amounts of time for the use of KTVO-NTVO (TV). While KTVO-NTVO (TV) does not offer *free* time for political advertising, it makes available for purchase by federal candidates any class of time and time period available to commercial advertisers. In addition, federal candidates may purchase any length of time that KTVO-NTVO (TV) determines, on a case-by-case basis, is consistent with law and FCC rules. KTVO-NTVO (TV) has no predetermined limitations on the amount of time a federal candidate may purchase, on the time of day in which his/her announcements may appear or on the length of time requested.

KTVO-NTVO (TV) intends to work individually with each federal candidate in an effort to meet his or her needs. In determining what constitutes "reasonable" access, we consider such factors as the amount of time the candidate has already purchased and/or used, the total number of candidates in the race who are likely to buy time, the overall demand for political advertising on KTVO-NTVO (TV), and potential programming disruption.

STATE AND LOCAL RACES. It is the policy of KTVO-NTVO (TV) to keep its viewers informed of opposing candidates' viewpoints in state and local elections. Generally, KTVO-NTVO (TV) also sells airtime to legally qualified candidates for non-federal public office. However, KTVO-NTVO (TV) reserves the right to determine the amount of advertising that it will sell to state and local candidates. Some of the factors we consider in making these decisions include the number and importance of state and local races, the constraints imposed by KTVO-NTVO (TV)'s obligation to afford reasonable access to federal candidates, the availability of inventory, and potential programming disruption. KTVO-NTVO (TV) may choose not to sell time at all for certain state and local races, or to limit the sale of time to state and local candidates to certain programs or dayparts.

RATES FOR CANDIDATES. During the period 45 days preceding a primary or primary run-off election and during the period 60 days preceding a general or special election, the charges for use of KTVO-NTVO (TV) by legally qualified candidates running in that election are not, under federal law, permitted to exceed the lowest unit charge of KTVO-NTVO (TV) for the same class and length of announcement for the same time period. Whether a candidate is entitled to the lowest unit charge for a particular spot depends on when the spot airs, not when the order is accepted.

The rates shown on the Station's political rate card during the period to which the lowest unit rate rules apply represent an estimate of the lowest unit rate applicable to a particular time period and class of commercial inventory. Candidates entitled to the lowest unit rate will ultimately be charged the lowest unit rate regardless of whether it is higher or lower than the estimated amount. In the event the estimated amount exceeds the lowest unit rate, the Station will rebate the excess payment to the candidate or credit that amount toward a further time purchase should the candidate so desire. In the event the estimated amount is less than the lowest unit rate, the candidate will be required to pay the shortfall; provided, the Station will use commercially reasonable efforts to inform the candidate of the likelihood of any such anticipated shortfall at least 48 hours in advance of the airing of any use with respect to which the lowest unit rate to be charged for such use exceeds the estimate therefore by more than 25 percent.

In the case of a candidate for federal office, such candidate shall not be entitled to receive the lowest unit charge unless the candidate provides a written certification to KTVO-NTVO (TV) that the candidate (and any authorized committee of the candidate) shall not make any direct reference to another candidate for the same

office in any broadcast unless at the end of such broadcast there appears simultaneously, for a period of no less than four (4) seconds, (i) a clearly identifiable photographic or similar image of the candidate; and (ii) a clearly readable printed statement identifying the candidate and stating that the candidate has approved the broadcast and that the candidate's authorized committee paid for the broadcast. In addition, any candidate who provides such a certification, but nonetheless makes a broadcast which does not meet the disclosure requirements referenced above, shall thereafter not be entitled to receive the lowest unit charge.

At times when the lowest unit charge is not applicable, the charges for use of KTVO-NTVO (TV) by legally qualified candidates may not exceed the charges made for comparable use of KTVO-NTVO (TV) by other advertisers.

Lowest unit charges during the pre-election periods apply only to *"uses" by legally qualified candidates*. A "use" is defined as "any positive broadcast of a candidate's voice or picture." Lowest unit charge does not apply to third party or independent expenditure advertising, even if the advertisement constitutes a "use," unless the advertisement is authorized by the candidate. The "use" must be sponsored by the candidate (or if not sponsored by the candidate, must be authorized by the candidate) to qualify for lowest unit charge.

AGENCY PLACEMENT AND DIRECT PLACEMENT. Except for spots sold by the Station's rep firm, KTVO-NTVO (TV)'s lowest unit charge is based on the gross rate to KTVO-NTVO (TV). Thus, for example, if KTVO-NTVO (TV)'s commissionable lowest unit charge for a particular advertisement is \$100, and a recognized agency books a spot on behalf of a legally qualified candidate who is entitled to the lowest unit charge, KTVO-NTVO (TV) will net \$85 from the sale of that spot (\$100 less the normal 15% agency commission). KTVO-NTVO (TV)'s lowest unit charge for a spot of the same class, length and time period will therefore be \$85 for candidates who wish to make a "direct" buy.

TYPES OF ADVERTISING SCHEDULES. We are pleased to work with candidates and their representatives to ensure that the candidate is aware of and is able to make any purchase of time available to commercial advertisers, according to the schedule the candidate believes would be most advantageous. It is our policy to assist candidates in making informed judgments as to their time purchases by alerting them to the full range of options available. For that purpose, we provide the following information on the various types of purchases KTVO-NTVO (TV)'s advertisers may make:

Length of Announcements. Generally, KTVO-NTVO (TV) makes available for purchase airtime in the following lengths: 60 seconds, 30 seconds, 15 seconds, and 10 seconds. [Our rates are based on a 30-second spot. Thus, the rate for a 60-second spot is twice the 30-second spot rate, the rate for a 15-second spot is 65% the 30-second spot rate, and a 10-second spot is 50% the 30-second spot rate.] As stated above, KTVO-NTVO (TV) will make other lengths of time available to candidates for federal office on a case-by-case basis, consistent with law and FCC rules.

Classes of Time. Generally, KTVO-NTVO (TV) makes available the following classes of time:

- **Fixed Level 1 (P1):** These spots run little risk of preemption at the scheduled time or during a set time period, except in the event of unforeseen program changes, sell out or technical difficulties. Fixed spots constitute KTVO-NTVO (TV)'s highest-priced class of time.
- **Preemptible Level 2 (P2):** Spots of this level are generally preempted only to run fixed or candidate-only spots. The likelihood of clearance of this level of preemptible spot, therefore, is relatively high.
- **Preemptible Level 3 (P3):** Spots of this level may be preempted to run Preemptible Level 2 spots, fixed spots or candidate-only spots. Thus, the likelihood of clearance of Preemptible Level 3 spots is somewhat lower than for higher-priced classes of time.
- **Immediately Preemptible (P4):** These spots are always immediately preemptible at any time prior to airing with no guarantee that the Station will attempt to notify the advertiser of

the preemption. P4 spots may be preempted at any time to accommodate the airing of any spots purchased in a higher class.

The likelihood of preemption of the various classes of time is generally consistent with the following chart. However, these percentages can change. If the chances of preemption vary significantly from the values listed below, the Station will offer its best, good faith estimate of the likelihood of preemption of various classes of spots when inquiries are made.

<i>Class of Time</i>	<i>Likelihood of Preemption</i>
P1	20%
P2	40%
P3	60%
P4	80%

- **Time Periods.** Individual spots sold in most classes of time can be scheduled to run in many different time periods or programs or combinations of time periods or programs. Generally, the prices of spots increase during time periods or programs of high audience levels or high advertiser demand. Spots restricted to narrower rotations or specific programs will generally cost more than spots scheduled to run in broader time periods. For example, spots scheduled to air during a particular hour or half-hour (e.g., 5:00 p.m. - 5:30 p.m.; 8:00 p.m. - 9:00 p.m.) will generally cost more than spots scheduled to run at any time within the entire daypart (e.g., 3:00 p.m. - 7:00 p.m.; 8:00 p.m. - 12:00 midnight). Spots scheduled to air during a particular program will generally cost more than spots scheduled to run at any time during several programs.
- **Weekly Rotators.** KTVO-NTVO (TV) offers to its advertisers various "weekly rotators" by which advertisers may purchase a certain number of spots per week, to be aired at any time within a particular part of the day during that week. As with individual spots, generally, the narrower the rotation, the higher the price of spots within weekly rotators. Since the Station has discretion to schedule spots within weekly rotators over an entire week (within the specified dayparts), spots within weekly rotators generally cost less than spots purchased to air on a fixed date or dates. Spots within weekly rotations are sold in the following classes: P1, P2, P3, and P4.

Custom schedules can also be arranged. Please ask if you would like to discuss other options.

- **Package Plans.** At any point in time, the Station offers a number of specialized and/or individually negotiated packages to its advertisers. These packages allow the Station's clients to reach their intended audiences in the most cost-effective way. These packages may, for example, include spots in a number of different programs or dayparts, combinations of fixed and preemptible spots, and so on. Other packages may be time and/or event specific, such as weekend sports broadcasts.

During the pre-election "lowest unit rate" periods, legally qualified candidates may purchase such packages at the lowest price at which such packages are sold to commercial advertisers. In addition, during the pre-election "lowest unit rate" periods, legally qualified candidates may purchase any portion of a package at the package rate, without being required to purchase all parts of the package. For spots airing during a pre-election "lowest unit rate" period, whenever a spot rate included in a package plan is less than the lowest unit rate for the particular length, class and time period in which it is scheduled, the package rate becomes the new lowest unit rate for the same class of time in the same time period. The Station will allocate the costs of spots of different classes included in package plans to reflect their true value, in accordance with the policies of the FCC.

- **Audience Delivery Guarantees.** From time to time, KTVO-NTVO (TV) sells advertising to its clients with a guarantee that the audience level for the programs or dayparts in which

the spots are aired will meet or achieve a predesignated level. In such instances, where the guaranteed audience level is not achieved, the Station provides the advertiser with make good spots to make up the shortfall. Legally qualified candidates may purchase advertising on this basis. Candidates are advised, however, that in most cases the ratings information necessary to determine whether a guaranteed audience level has been achieved will not be available until after the election.

- **Current rate information** for all of the lengths, classes of time, packages, and rotators offered by KTVO-NTVO (TV) is provided to each person who requests information regarding political advertising on KTVO-NTVO (TV). In addition to the current "going rates," the Station also will provide its best, good faith estimate of the lowest unit rates upon any request for information.
- **Make Goods.** It is the policy of KTVO-NTVO (TV) to offer all political candidates "make goods," prior to the election, for candidate "use" spots that are preempted if KTVO-NTVO (TV) has offered time-sensitive make goods for the same class of time to any commercial advertiser within the past year. KTVO-NTVO (TV) cannot guarantee, however, that time-sensitive make goods can be provided in the time period or rotation originally ordered. If inventory constraints make identical scheduling impossible, KTVO-NTVO (TV) will offer make goods of equivalent value. If these are not acceptable to the candidate, KTVO-NTVO (TV) will provide credits or refunds for preempted spots.
- **News and Election Day.** KTVO-NTVO (TV) does accept political advertising during newscasts. KTVO-NTVO (TV) does not have a news adjacency class of time. KTVO-NTVO (TV) does accept political advertising on election day.

PREREQUISITES TO BROADCAST. For each political time order, an NAB political broadcast form must be at KTVO-NTVO (TV) or KTVO-NTVO (TV)'s representative's office at least 72 hours prior to broadcast. Copies of the current NAB form are available upon request. Tapes must be at KTVO-NTVO (TV) at least 24 hours in advance of their first scheduled airing, or no later than close of business Thursday for weekend airing. However, we will do our best to accommodate federal candidates' requests for reasonable access regardless of notice.

SPONSORSHIP IDENTIFICATION. Under the rules of the Federal Communications Commission and the Federal Election Commission, a sponsorship identification announcement must be given revealing who paid for or sponsored an announcement or program. Candidates and their committees (or an outside party paying for the broadcast) must disclose the true identity of the person or entity by whom or on whose behalf payment is made. **If a political announcement does not contain proper sponsorship identification, the Station is required to insert the required sponsorship identification before allowing the spot to air.** Since all advertisements must be limited to the amount of time purchased, spots lacking the required identification may be partially overdubbed. If KTVO-NTVO (TV) is required to perform such production, normal production charges will be assessed.

PREPAYMENT AND CREDIT. All political orders, whether direct from the candidate or through a recognized advertising agency, are subject to normal KTVO-NTVO (TV) credit policies. Candidates who wish to apply for credit should allow ample time for processing of the credit application. Unless credit is extended, advance payments must be made at least seven (7) days prior to the first scheduled broadcast of the flight. Federal candidates cannot be required to pay more than seven (7) days in advance. Regardless of these policies, we will do our best to meet the reasonable needs of federal candidates for access immediately before the election.

PRODUCTION FACILITIES. KTVO-NTVO (TV) will make its production facilities available to candidates and their representatives. All inquiries or requests concerning production time and facilities should be made through your sales representative or KTVO-NTVO (TV)'s production department. Production rates are established on an hourly basis and can be affected by the type and amount of equipment and personnel required for a particular job.

POLITICAL FILE. We maintain a political file of all requests for broadcast time made by or on behalf of candidates for public office, together with materials showing the disposition made by KTVO-NTVO (TV) of each such request, any charges made if the request was granted, and the lengths, classes, and dayparts purchased. The political file is available for public inspection during regular business hours at KTVO-NTVO (TV)'s main studio. We retain the records in our political file for a period of two years. If you have any questions about our political file, please do not hesitate to ask.

LIST OF OFFICERS AND DIRECTORS REQUIRED. KTVO-NTVO (TV) requires a committee, association, or group that is purchasing political advertising to furnish KTVO-NTVO (TV) with a list of its chief executive officers, members of its executive committee, or members of its board of directors. Such lists must be furnished before KTVO-NTVO (TV) will grant a request for time. These lists will be available for public inspection at KTVO-NTVO (TV)'s main studio during regular business hours. These records will be retained in the political file for two years.

PLACING ORDERS. The following persons are available to assist candidates with their television advertising on KTVO-NTVO (TV):

Carol Kellum	General Manager	ckellum@sbgstv.com	660-627-3333
Natalie Patterson	National Sales Assistant	nlpatterson@sbgstv.com	660-626-5817

r07.15.15

KTVO 3.1 ABC Rate Card
POLITICAL



Time Period	Program	P 4	P 3	P 2	P 1
M-F 430a-5a	Ag Day	\$2	\$5	\$15	\$40
M-F 530a-7a	Good Morning Heartland	\$40	\$100	\$250	\$625
M-F 530a-6a	Good Morning Heartland	\$25	\$65	\$160	\$400
M-F 6a-630a	Good Morning Heartland	\$55	\$140	\$350	\$875
M-F 630a-7a	Good Morning Heartland	\$60	\$150	\$375	\$940
M-F 7a-9a	Good Morning America	\$45	\$115	\$290	\$725
M-F 9a-10a	Live with Kelly and Michael	\$10	\$25	\$65	\$160
M-F 10a-11a	The View	\$15	\$65	\$160	\$400
M-F 11a-12p	Dr. Oz	\$20	\$50	\$125	\$315
M-F 12p-1p	The Chew	\$5	\$15	\$40	\$100
M-F 1p-2p	General Hospital	\$15	\$40	\$100	\$250
M-F 2p-3p	Jeopardy	\$15	\$40	\$100	\$250
M-F 3p-4p	Dr. Phil	\$5	\$15	\$40	\$100
M-F 4p-5p	Ellen	\$10	\$25	\$65	\$160
M-F 5p-530p	KTVO News at 5p	\$75	\$190	\$475	\$1,190
M-F 6p-630p	KTVO News at 6p	\$100	\$250	\$625	\$1,560
M-F 630p-7p	Wheel of Fortune	\$60	\$150	\$375	\$940
M-F 10p-1035p	KTVO News at 10p	\$125	\$315	\$780	\$1,950
M-F 1035p-1138p	Jimmy Kimmel	\$15	\$40	\$100	\$250
M-F 1138p-1206xm	ABC News Nightline	\$4	\$10	\$25	\$65
M 7p-9p	DANCING W/ STARS/BACHELOR	\$150	\$375	\$940	\$2,350
M 9p-10p	CASTLE	\$150	\$375	\$940	\$2,350
Tu 7p-8p	FRESH OFF THE BOAT	\$100	\$250	\$625	\$1,560
Tu 8p-9p	MARVEL'S AGENTS OF SHIELD	\$100	\$250	\$625	\$1,560
Tu 9p-10p	FOREVER	\$100	\$250	\$625	\$1,560
W 7p-8p	THE MIDDLE/SUBURGATORY	\$150	\$375	\$940	\$2,350
W 8p-9p	MODERN FAMILY/MIXOLOGY	\$150	\$375	\$940	\$2,350
W 9p-10p	NASHVILLE	\$100	\$250	\$625	\$1,560
Th 7p-8p	GREY'S ANATOMY	\$150	\$375	\$940	\$2,350
Th 8p-9p	SCANDAL	\$150	\$375	\$940	\$2,350
Th 9p-10p	HOW TO GET AWAY WITH MURDER	\$100	\$250	\$625	\$1,560
F 7p-8p	LAST MAN STANDING/NEIGHBORS	\$100	\$250	\$625	\$1,560
F 8p-9p	SHARK TANK	\$100	\$250	\$625	\$1,560
F 9p-10p	20/20	\$100	\$250	\$625	\$1,560
Sa 7p-10p	PRIME ENCORES/ABC MOVIE	\$75	\$190	\$475	\$1,190
Su 6p-7p	AMERICA'S FUNNIEST HOME VIDEOS	\$100	\$250	\$625	\$1,560
Su 7p-8p	ONCE UPON A TIME	\$100	\$250	\$625	\$1,560
Su 8p-9p	RESURRECTION	\$100	\$250	\$625	\$1,560
Su 9p-10p	REVENGE	\$100	\$250	\$625	\$1,560
Sat 5a-6a	U.S. Farm Report	\$3	\$10	\$25	\$65
Sat 6a-630a	Outdoorsman w/ Buck McNeely	\$15	\$40	\$100	\$250
Sat 630a-7a	Armstrong Williams	\$15	\$40	\$100	\$250
Sat 7a-8a	Good Morning America	\$20	\$50	\$125	\$315
Sat 5p-530p	ABC World News Saturday	\$50	\$125	\$315	\$790
Sat 530-6p	Outdoorsman w/ Buck McNeely	\$15	\$40	\$100	\$250
Sat 6p-630p	Celebrity Name Game	\$25	\$65	\$160	\$400
Sat 630p-7p	Wheel Of Fortune	\$40	\$100	\$250	\$625
Sat 10p-1030p	KTVO News at 10p	\$100	\$250	\$625	\$1,560
Sat 1030p-1230a	KTVO Saturday Night Movie	\$15	\$40	\$100	\$250
Sat 1230a-130a	Ring of Honor	\$15	\$40	\$100	\$250
Sun 6a-7a	This week in Agri Business	\$15	\$40	\$100	\$250
Sun 7a-8a	Good Morning America	\$25	\$65	\$160	\$400
Sun 8a-9a	This Week with George Stephanopoulos	\$25	\$65	\$160	\$400
Sun 5p-530p	Alliant Powerhouse	\$5	\$15	\$40	\$100
Sun 10p-1030p	KTVO News at 10p	\$100	\$250	\$625	\$1,560
Sun 1030p-1130p	Monopoly Millionaires Club/Castle	\$10	\$25	\$65	\$160
Sun 1130p-1230a	Castle	\$10	\$25	\$65	\$160
Sa 11a-230p	NCAA Football Early Game	\$15	\$40	\$100	\$250
Sa 230p-6p	NCAA Football Late Game	\$15	\$40	\$100	\$250
Sa 7-1030p	NCAA Football Prime Game	\$50	\$125	\$315	\$790
TBA	NCAA Football Bowl Games	\$140	\$350	\$875	\$2,190

NTVO 3.2 CBS Rate Card
POLITICAL



Time Period	Program	P 4	P 3	P 2	P 1
M-F 4a-5a	Up to the minute	\$5	\$15	\$40	\$100
M-F 5a-530a	AG Day	\$5	\$15	\$40	\$100
M-F 4a-5a	Up to the minute	\$5	\$15	\$40	\$100
M-F 6a-7a	CBS Morning News	\$10	\$25	\$65	\$160
M-F 7a-9a	The Early Show	\$25	\$65	\$160	\$400
M-F 9a-10a	Rachel Ray	\$15	\$40	\$100	\$250
M-F 10a-11a	The Price is Right	\$8	\$20	\$50	\$125
M-F 11a-12p	The Young and the Restless	\$15	\$40	\$100	\$250
M-F 12p-1230p	Family Fued	\$15	\$40	\$100	\$250
M-F 1230p-1p	The Bold and the Beautiful	\$15	\$40	\$100	\$250
M-F 1p-2p	The Talk	\$10	\$25	\$65	\$160
M-F 2p-3p	Let's Make a Deal	\$10	\$25	\$65	\$160
M-F 3p-4p	Steve Harvey	\$10	\$25	\$65	\$160
M-F 4p-5p	Meredith Vieira Show	\$15	\$40	\$100	\$250
M-F 5p-530p	Family Fued	\$20	\$50	\$125	\$315
M-F 530p-6p	Celebrity Name Game	\$20	\$50	\$125	\$315
M-F 6p-630p	CBS Evening News	\$50	\$125	\$315	\$780
M-F 630p-7p	KTVO SE Iowa News	\$25	\$65	\$160	\$400
M-F 10p-1030p	Access Hollywood	\$25	\$65	\$160	\$400
M-F 1030p-1035p	KTVO WX Update	\$20	\$50	\$125	\$315
M-F 1035p-1137p	David Letterman	\$9	\$25	\$65	\$160
M-F 1137p-12x	Craig Ferguson	\$10	\$25	\$65	\$160
M-F 1237a-137a	Steve Harvey	\$5	\$15	\$40	\$100
M-F 137a-207a	Divorce Court	\$5	\$15	\$40	\$100
M-F 207a-4a	Up to the minute	\$5	\$15	\$40	\$100
M 7p-8p	HOW I MET YOUR MOTHER/2 BROKE GIRLS	\$100	\$250	\$625	\$1,560
M 8p-9p	MIKE & MOLLY/MOM	\$100	\$250	\$625	\$1,560
M 9p-10p	INTELLEGEANCE	\$100	\$250	\$625	\$1,560
Tu 7p-8p	NCIS	\$75	\$190	\$475	\$1,190
Tu 8p-9p	NCIS LA	\$100	\$250	\$625	\$1,560
Tu 9p-10p	PERSON OF INTEREST	\$75	\$190	\$475	\$1,190
W 7p-8p	SURVIVOR	\$100	\$250	\$625	\$1,560
W 8p-9p	CRIMINAL MINDS	\$100	\$250	\$625	\$1,560
W 9p-10p	CSI	\$100	\$250	\$625	\$1,560
Th 7p-8p	BIG BANG THEORY/THE MILLERS	\$100	\$250	\$625	\$1,560
Th 8p-9p	THE CRAZY ONES/TWO AND A HALF MEN	\$100	\$250	\$625	\$1,560
Th 9p-10p	ELEMENTARY	\$100	\$250	\$625	\$1,560
F 7p-8p	UNDERCOVER BOSS	\$100	\$250	\$625	\$1,560
F 8p-9p	HAWAII FIVE-O	\$100	\$250	\$625	\$1,560
F 9p-10p	BLUE BLOODS	\$100	\$250	\$625	\$1,560
Sa 7p-8p	COMEDYTIME SATURDAY	\$75	\$190	\$475	\$1,190
Sa 8p-9p	CRIMETIME SATURDAY	\$75	\$190	\$475	\$1,190
Sa 9p-10p	48 HOURS	\$100	\$250	\$625	\$1,560
Su 6p-7p	60 MINUTES	\$100	\$250	\$625	\$1,560
Su 7p-8p	AMAZING RACE	\$100	\$250	\$625	\$1,560
Su 8p-9p	THE GOOD WIFE	\$100	\$250	\$625	\$1,560
Su 9p-10p	THE MENTALIST	\$100	\$250	\$625	\$1,560
Sat 8a-10a	The Early Show	\$5	\$15	\$40	\$100
Sat 6-7p	Access Hollywood	\$10	\$25	\$65	\$160
Sat 10p-1030p	Outdoorsman/Chief Special	\$15	\$40	\$100	\$250
Sat 1030p-11p	Chief's Special	\$15	\$40	\$100	\$250
Sat 11p-12a	Ring of Honor	\$12	\$30	\$75	\$190
Sun 8a-930a	CBS Sunday Morning News	\$15	\$40	\$100	\$250
Sun 930a-1030a	Face the Nation	\$5	\$15	\$40	\$100
Th, Fri, Sa 6p-10p	NFL Preseason	\$55	\$140	\$350	\$875
Thur 7p-1030p	NFL Thursday	\$125	\$315	\$788	\$1,970
Sun 12p-330p	NFL Early Game	\$75	\$190	\$475	\$1,190
Sun 330p-6p	NFL Late Game	\$75	\$190	\$475	\$1,190
TBA	NFL Playoffs/Championships	\$250	\$625	\$1,563	\$3,900
Sa 11a-230p	NCAA Football Early Game	\$15	\$40	\$100	\$250
Sa 230p-6p	NCAA Football Late Game	\$15	\$40	\$100	\$250
Sa 7-1030p	NCAA Football Prime Game	\$50	\$125	\$315	\$790
TBA	NCAA Football Bowl Games	\$140	\$350	\$875	\$2,190
Sat/Sun 2p-5p	PGA Golf	\$25	\$65	\$165	\$415

ORDER



Orders

Order / Rev: 7855911

Alt Order #: 07855911

Product Desc: HILLARY FOR AMERICA

Estimate: 4130

Flight Dates: 12/29/15 - 01/04/16

Original Date / Rev: 07/22/15 / 07/22/15

Order Type: GENERAL

Primary AE: HRP HRP-Washington DC

Sales Office: HRPDC

Sales Region: NAT

NTVO

Agency

Name: Greer Margolis Mitchell Burns

Buying Contact:

Billing Contact:

3050 K St NW Ste 100

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Hillary Clinton for President-D

Demographic: A35+

Product Codes: PL Presidential Candidate

Priority: P-2

Revenue Codes: AGY, General, General

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/28/15	01/04/16	15	\$2,485.00	\$2,112.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2016	15	\$2,485.00	\$2,112.25	0.00
Totals	15	\$2,485.00	\$2,112.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
HRP HRP-Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
NTVO	13%	\$2,485.00
Market	100%	\$19,115.38

Competitive Share

Competitive Share	Share	Total
AWOT	0%	\$0.00
CABLE	0%	\$0.00
KTVO	80%	\$15,292.31
KYOU	7%	\$1,338.08
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	NTVO	12/29/15	01/01/16	M-F 10a-11a	CM	10:00 AM-11:00 AM	-TWTF--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
				The Price is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 12/28/15	01/03/16	-TWTF--		2		\$50.00		0.00					
E 2	NTVO	12/29/15	01/01/16	M-F 3p-4p	CM	3:00 PM-4:00 PM	-TWTF--	:30	1	\$65.00	P-2	0.00	NM	1	\$65.00
				Steve Harvey											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 12/28/15	01/03/16	-TWTF--		1		\$65.00		0.00					
E 3	NTVO	12/29/15	01/01/16	M-F 4a CBS Up to Minute	CM	4:00 AM-4:59 AM	-TWTF--	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
				M-F 4a CBS Up to Minute											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 12/28/15	01/03/16	-TWTF--		1		\$40.00		0.00					
E 4	NTVO	12/29/15	01/01/16		CM	5:00 PM-5:30 PM	-TWTF--	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00

Order / Rev: 7855911
 Alt Order #: 07855911
 Flight Dates: 12/29/15 - 01/04/16

Advertiser: Hillary Clinton for President-D
 Product Desc: HILLARY FOR AMERICA
 Estimate: 4130
 NTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5p-6p Family Feud											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-TWTF--		1			\$125.00		0.00				
E 5	NTVO	12/29/15	01/01/16	M-F 6p CBS Evening News M-F 6p CBS Evening News	CM	6:00 PM-6:30 PM	-TWTF--	:30	1	\$315.00	P-2	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-TWTF--		1			\$315.00		0.00				
E 6	NTVO	12/29/15	01/01/16	M-F 630p NTVO News M-F 630p NTVO News	CM	6:45 PM-7:00 PM (6:45 PM-7:00 PM)	-TWTF--	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-TWTF--		1			\$160.00		0.00				
E 7	NTVO	12/29/15	01/01/16	M-F 7a-9a The Early Show M-F 7a The Early Show	CM	7:00 AM-9:00 AM	-TWTF--	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-TWTF--		1			\$160.00		0.00				
E 8	NTVO	01/02/16	01/02/16	CBS This Morning-Saturday CBS This Morning-Saturday	CM	8:00 AM-10:00 AM	-----1-	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-----1-		1			\$40.00		0.00				
E 9	NTVO	01/03/16	01/03/16	Sunday Prime A Sun 6p-7p	CM	6:00 PM-7:00 PM	-----1	:30	1	\$625.00	P-2	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-----1		1			\$625.00		0.00				
E 10	NTVO	01/03/16	01/03/16	CBS Sunday Morning CBS Sunday Morning	CM	8:00 AM-9:30 AM	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-----1		1			\$100.00		0.00				
E 11	NTVO	01/03/16	01/03/16	Face The Nation Face The Nation	CM	9:30 AM-10:30 AM	-----1	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-----1		1			\$40.00		0.00				
E 12	NTVO	12/29/15	12/29/15	Tuesday Prime B Tue 8p-9p	CM	8:00 PM-9:00 PM	-1-----	:30	1	\$625.00	P-2	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 12/28/15		12/28/15	01/03/16	-1-----		1			\$625.00		0.00				
E 13	NTVO	01/04/16	01/04/16	M-F 10a-11a The Price is Right	CM	10:00 AM-11:00 AM	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 01/04/16		01/04/16	01/10/16	1-----		1			\$50.00		0.00				
E 14	NTVO	01/04/16	01/04/16	M-F 4a CBS Up to Minute M-F 4a CBS Up to Minute	CM	4:00 AM-4:59 AM	1-----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 01/04/16		01/04/16	01/10/16	1-----		1			\$40.00		0.00				
													Totals	15	\$2,485.00

REP: TEL# 703-528-9967
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
JUL21/15 15.01
*** NTVO-TV ***

REP HEADLINE# 7855911
*** ORIGINAL REV#0 ***

ADV # ADV. NAME POLI/H CLINTON/D/PRE/US REP. # OFF. # SALESMAN #

AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME JESSE DEMASTRIE

SALES PRSN WA- RYAN GORDON (H)

3050 K ST NW,

WASHINGTON, DC 20007

ORDER # CONTRACT # 7855911 CLASS: NATL. LOCAL REGIONAL

PRDCT HILLARY FOR AMERICA EST#4130 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES DEC29/15 JAN4/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL21/15 15.01

REP: NEW ORDER
TTL \$2,485 @ 15X
PLS CFN
THANKS TAYLOR FOR RYAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

HILLARY FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 278
AGENCY PRODUCT CODE = 295
AGENCY EST# = 4130

1 1000A-1100A 30

\$50.00

1/1

2

TU-F

2

PROGRAM : THE PRICE IS RIGHT
CON COM1: THE PRICE IS RIGHT

FAX# 703-516-9680
HARRIS REPORT FROM REP
JUL21/15 15.01
*** NTVO-TV ***

JUL21/15 15.01
*** NTVO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			300P-400P PROGRAM : STEVE HARVEY CON COM1: STEVE HARVEY	30		\$65.00	12/29	1/1	1		TU-F	1
3			400A-459A PROGRAM : UP TO THE MINUTE CON COM1: UP TO THE MINUTE	30		\$40.00	12/29	1/1	1		TU-F	1
4			500P-530P PROGRAM : FAMILY FUED CON COM1: FAMILY FUED	30		\$125.00	12/29	1/1	1		TU-F	1
5			600P-630P PROGRAM : CBS EVENING NEWS CON COM1: CBS EVENING NEWS	30		\$315.00	12/29	1/1	1		TU-F	1
6			630P-700P PROGRAM : KTVO SE IOWA NEWS CON COM1: KTVO SE IOWA NEWS	30		\$160.00	12/29	1/1	1		TU-F	1
7			700A-900A PROGRAM : THE EARLY SHOW CON COM1: THE EARLY SHOW	30		\$160.00	12/29	1/1	1		TU-F	1
8			800A-1000A PROGRAM : THE EARLY SHOW CON COM1: THE EARLY SHOW	30		\$40.00	1/2	1/2	1		SAT	1
9			600P-700P PROGRAM : 60 MINUTES CON COM1: 60 MINUTES	30		\$625.00	1/3	1/3	1		SUN	1
10			800A-930A PROGRAM : CBS SUNDAY MORNING NEWS CON COM1: CBS SUNDAY MORNING NEWS	30		\$100.00	1/3	1/3	1		SUN	1

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
11			930A-1030A	30		\$40.00	1/3	1/3	1		SUN	1
PROGRAM : FACE THE NATION												
CON COM1: FACE THE NATION												
12			800P-900P	30		\$625.00	12/29	12/29	1		TUE	1
PROGRAM : NCIS LA												
CON COM1: NCIS LA												
13			1000A-1100A	30		\$50.00	1/4	1/4	1		MON	1
PROGRAM : THE PRICE IS RIGHT												
CON COM1: THE PRICE IS RIGHT												
14			400P-459P	30		\$40.00	1/4	1/4	1		MON	1
PROGRAM : UP TO THE MINUTE												
CON COM1: UP TO THE MINUTE												
JAN/16 \$2,485.00												
CONTRACT TOTAL \$2,485.00												
TOTAL SPOTS 15												

MARKET TOTALS \$19,115
NTVO 13%
KYOU 7%
KWOT 0%
KTVO 80%

ACCURATE SHARES

SVC- NSI

DEMOS- RA35+*