CONTRACT

KOTA-TV
660 Flormann St, #100
Rapid City, SD 57701
(605) 343-6161

Contract / Revision	Alt Order #
60573 /	

Product
DD14 General TV 10/20-11/4

Contract Dates	Estimate #
10/20/14 - 11/04/14	**3040**

Advertiser	Original Date / Revision
Daugaard for Governor	10/30/14 / 10/30/14

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KOTA-TV	House KOTA	TV Rapid City

Special Handling

Demographic
Adults 35-64

IDB#	Advertiser Code	Product Code
1030		

Agency Ref	Advertiser Ref

And:

Lawrence & Schiller
3932 S. Willow Ave
Attn: Molly Schenkel
Sioux Falls, SD 57105

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KOTA	10/20/14	10/31/14	GM KOTA Territory	530a-7a		:30			NM	6	$540.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF- -	3	$90.00							
Week:	10/27/14	11/02/14	MTWTF- -	3	$90.00							
2	KOTA	11/03/14	11/04/14	GM KOTA Territory	530a-7a		:30			NM	2	$180.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/03/14	11/09/14	MT- - - - -	2	$90.00							
3	KOTA	10/20/14	10/31/14	M-F GMA	7a-9a		:30			NM	6	$660.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MT- - - - -	3	$110.00							
Week:	10/27/14	11/02/14	MT- - - - -	3	$110.00							
4	KOTA	11/03/14	11/04/14	M-F GMA	7a-9a		:30			NM	2	$220.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/03/14	11/09/14	MT- - - - -	2	$110.00							
5	KOTA	10/20/14	10/31/14	M-F	12p-1230p		:30			NM	7	$1,260.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF- -	3	$180.00							
Week:	10/27/14	11/02/14	MTWTF- -	4	$180.00							
E 6	KOTA	11/03/14	11/03/14	M-F	12p-1230p		:30			NM	1	$175.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/03/14	11/09/14	M- - - - - -	1	$175.00							
7	KOTA	10/20/14	10/31/14	M-F	4p-5p		:30			NM	6	$270.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF- -	3	$45.00							
Week:	10/27/14	11/02/14	MTWTF- -	3	$45.00							
8	KOTA	10/20/14	10/31/14	M-F	5p-5:30p		:30			NM	3	$1,350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF- -	2	$450.00							
Week:	10/27/14	11/02/14	MTWTF- -	3	$450.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	3	*KOTA*	*10/27/14-11/02/14*	*M-F*	*5p-5:30p*	MTuWThF- - - -	*:30*		*~~$450.00~~*	*NM*		
		Credited										
	4	*KOTA*	*10/27/14-11/02/14*	*M-F*	*5p-5:30p*	MTuWThF- - - -	*:30*		*~~$450.00~~*	*NM*		
		Credited										

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(605) 343-6161

Contract / Revision	Alt Order #
60573 /	

Contract Dates	Product	Estimate #
10/20/14 - 11/04/14	DD14 General TV 10/20-	**3040**

Advertiser	Original Date / Revision
Daugaard for Governor	10/30/14 / 10/30/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
9	KOTA	11/03/14	11/03/14	M-F	5p-5:30p		:30			NM	1	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/03/14	11/09/14	M------	1	$450.00							
10	KOTA	10/20/14	10/31/14	M-F	530p-6p		:30			NM	6	$1,950.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF--	3	$325.00							
Week:	10/27/14	11/02/14	MTWTF--	3	$325.00							
12	KOTA	11/03/14	11/03/14	M-F	530p-6p		:30			NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/03/14	11/09/14	M------	1	$325.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	7	*KOTA*	*11/03/14-11/09/14*	*M-F*	*530p-6p*	M----------	*:30*		*~~$325.00~~*	*NM*		
		Credited										
E 13	KOTA	10/20/14	10/31/14	M-F	6p-630p		:30			NM	2	$350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF--	3	$175.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*KOTA*	*10/20/14-10/26/14*	*M-F*	*6p-630p*	MTuWThF----	*:30*		*~~$175.00~~*	*NM*		
		Credited										
Week:	10/27/14	11/02/14	MTWTF--	3	$175.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	4	*KOTA*	*10/27/14-11/02/14*	*M-F*	*6p-630p*	MTuWThF----	*:30*		*~~$175.00~~*	*NM*		
		See MG 16.2										
		NO TIME AVAILABLE										
	5	*KOTA*	*10/27/14-11/02/14*	*M-F*	*6p-630p*	MTuWThF----	*:30*		*~~$175.00~~*	*NM*		
		See MG 16.2										
		NO TIME AVAILABLE										
	6	*KOTA*	*10/27/14-11/02/14*	*M-F*	*6p-630p*	MTuWThF----	*:30*		*~~$175.00~~*	*NM*		
		Credited										
14	KOTA	11/03/14	11/03/14	M-F	6p-630p		:30			NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/03/14	11/09/14	M------	1	$175.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*KOTA*	*11/03/14-11/09/14*	*M-F*	*6p-630p*	M----------	*:30*		*~~$175.00~~*	*NM*		
		Credited										
15	KOTA	10/20/14	10/31/14	M-F	630p-7p		:30			NM	6	$1,650.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF--	3	$275.00							
Week:	10/27/14	11/02/14	MTWTF--	3	$275.00							
E 16	KOTA	11/03/14	11/03/14	M-F	630p-7p		:30			NM	1	$625.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/03/14	11/09/14	M------	1	$275.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*KOTA*	*11/03/14-11/09/14*	*M-F*	*630p-7p*	M----------	*:30*		*~~$275.00~~*	*NM*		
		See MG 16.2										
		NO TIME AVAILABLE										
	2	KOTA	11/01/14-11/01/14	College Football Evenings	6p-930p	-------Sa--	:30		$625.00	NM		
	Ⓜ	MG for 13.4,13.5,16.1										
17	KOTA	10/20/14	10/31/14	M-F LN	10p		:30			NM	10	$5,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/20/14	10/26/14	MTWTF--	5	$500.00							
Week:	10/27/14	11/02/14	MTWTF--	5	$500.00							

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Contract / Revision	Alt Order #
60573 /	

Contract Dates	Product	Estimate #
10/20/14 - 11/04/14	DD14 General TV 10/20-	**3040**

Advertiser	Original Date / Revision
Daugaard for Governor	10/30/14 / 10/30/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
18	KOTA	11/03/14	11/03/14	M-F LN	10p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/03/14	11/09/14	M------	1	$500.00						
19	KOTA	10/20/14	10/31/14	M-F Jimmy Kimmel	10:35-11:37		:30			NM	8	$480.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	MTWTF--	4	$60.00						
Week:		10/27/14	11/02/14	MTWTF--	4	$60.00						
E 20	KOTA	11/03/14	11/03/14	M-F Jimmy Kimmel	10:35-11:37		:30			NM	1	$60.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/03/14	11/09/14	M------	1	$60.00						
21	KOTA	10/27/14	11/03/14	M	7-9p		:30			NM	2	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	M------	1	$800.00						
Week:		11/03/14	11/09/14	M------	1	$800.00						
22	KOTA	10/21/14	10/28/14	Tues	8p-9p		:30			NM	1	$275.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	-T-----	1	$275.00						
Week:		10/27/14	11/02/14	-T-----	1	$275.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	2	*KOTA*	*10/27/14-11/02/14*	*Tues*	*8p-9p*	-Tu--------	*:30*		*~~$275.00~~*	*NM*		
		Credited										
23	KOTA	10/23/14	10/30/14	Th	8-9p		:30			NM	1	$325.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	---T---	1	$325.00						
Week:		10/27/14	11/02/14	---T---	1	$325.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	2	*KOTA*	*10/27/14-11/02/14*	*Th*	*8-9p*	----Th-----	*:30*		*~~$325.00~~*	*NM*		
		Credited										
24	KOTA	10/24/14	10/31/14	F Prime Hr 2	8-9p		:30			NM	2	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	----F--	1	$550.00						
Week:		10/27/14	11/02/14	----F--	1	$550.00						
25	KOTA	10/24/14	10/31/14	F Prime Hr 3	9-10p		:30			NM	1	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	----F--	1	$250.00						
Week:		10/27/14	11/02/14	----F--	1	$250.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	2	*KOTA*	*10/27/14-11/02/14*	*F Prime Hr 3*	*9-10p*	------F----	*:30*		*~~$250.00~~*	*NM*		
		Credited										
26	KOTA	10/25/14	11/01/14	Sa LN 10p	10p		:30			NM	2	$450.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	-----S-	1	$225.00						
Week:		10/27/14	11/02/14	-----S-	1	$225.00						
27	KOTA	11/01/14	11/01/14	Sa 1030p-1130p	1030p-1130p		:30			NM	1	$30.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	-----S-	1	$30.00						
28	KOTA	10/26/14	11/02/14	Su LN 10p	10p		:30			NM	2	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	------S	1	$375.00						
Week:		10/27/14	11/02/14	------S	1	$375.00						

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Contract Dates	Product	Estimate #
10/20/14 - 11/04/14	DD14 General TV 10/20-	**3040**

Advertiser	Original Date / Revision
Daugaard for Governor	10/30/14 / 10/30/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
29	KOTA	10/25/14	11/02/14	Sa-Su	6a-7a		:30			NM	4	$240.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	-----SS	2	$60.00						
Week:		10/27/14	11/02/14	-----SS	2	$60.00						
30	KOTA	10/25/14	11/02/14	Su 1035p-1135p	1035p-1135p		:30			NM	2	$60.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	------S	1	$30.00						
Week:		10/27/14	11/02/14	------S	1	$30.00						
31	KOTA	10/28/14	10/28/14	T	9-10p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	-T-----	1	$900.00						
32	KOTA	10/26/14	10/26/14	Sunday	8-9p		:30			NM	1	$1,300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	------S	1	$1,300.00						
33	KOTA	10/25/14	10/25/14	Sa 1030p-1130p	1030p-1130p		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	-----S-	1	$150.00						
34	KOTA	10/26/14	10/26/14	Su 1035p-1135p	1035p-1135p		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/20/14	10/26/14	------S	1	$150.00						
35	KOTA	10/27/14	10/31/14	GM KOTA Territory	530a-7a		:30			NM	2	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	MTWTF--	2	$300.00						
N 36	KOTA	10/30/14	10/31/14	M-F	9a-10a		:30			NM	4	$240.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	---TF--	4	$60.00						
N 37	KOTA	10/30/14	10/31/14	GM KOTA Territory	530a-7a		:30			NM	4	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	---TF--	4	$125.00						
N 38	KOTA	11/02/14	11/02/14	Sunday	6-7p		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	------S	1	$750.00						
N 39	KOTA	11/01/14	11/01/14	Sa 1030p-1130p	1030p-1130p		:30			NM	1	$80.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	-----S-	1	$80.00						
N 40	KOTA	11/02/14	11/02/14	Su 1035p-1135p	1035p-1135p		:30			NM	1	$75.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	------S	1	$75.00						
N 41	KOTA	11/01/14	11/01/14	College Football Evenings	6p-930p		:30			NM	1	$625.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	-----S-	1	$625.00						
N 43	KOTA	11/03/14	11/03/14	GM KOTA Territory	530a-7a		:30			NM	2	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/03/14	11/09/14	M------	2	$125.00						
N 44	KOTA	10/31/14	10/31/14	M-F Nightline	1137p-1207a		:30			NM	2	$80.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	----F--	2	$40.00						
N 45	KOTA	11/03/14	11/03/14	M-F Nightline	1137p-1207a		:30			NM	2	$80.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/03/14	11/09/14	M------	2	$40.00						

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Daugaard for Governor	10/30/14 / 10/30/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 46	KOTA	10/31/14	10/31/14	M-F	3p-4p		:30			NM	2	$100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/27/14	11/02/14	----F--	2	$50.00						
N 47	KOTA	11/03/14	11/03/14	M-F	3p-4p		:30			NM	2	$100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/03/14	11/09/14	M------	2	$50.00						
N 48	KOTA	11/03/14	11/03/14	M-F	9a-10a		:30			NM	2	$120.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/03/14	11/09/14	M------	2	$60.00						
									Totals		117	$26,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 -10/26/14	43	$10,815.00	($1,622.25)	$9,192.75
10/27/14 -11/04/14	74	$16,085.00	($2,412.75)	$13,672.25
Totals	117	$26,900.00	($4,035.00)	$22,865.00

Signature: _____ **Date:** _____

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