

Political File Check List

Advertiser/Order #: J Hawley - 8428980

- NAB Form PB19
- Avails Request
- Sinclair/KTVO Political Policy & Terms
- Political Rate Card
- Order – Station Copy & Original
- Invoice Preview
- Check/Cash in Advance
- Spot in House/Disclaimer Checked
- Upload to Online Political File
- Final Invoice
- Rebates

## 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**

<b>Station and Location:</b>	<b>Date:</b>
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I, National Media Research, Planning, and Placement,  
 being/on behalf of: Josh Hawley for Attorney General,  
 a legally qualified candidate of the Republican  
 political party for the office of: Attorney General  
 in the Missouri General Election  
 election to be held on: November 8, 2016

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**



## FEDERAL CANDIDATE CERTIFICATION

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

I, Josh Hawley for Attorney General

(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

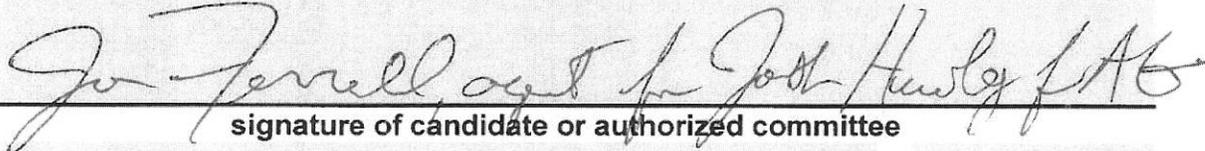
does not

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



printed name



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
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

**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.

## 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 the rules of the Federal Communications Commission ("FCC"). 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 net 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:

[STATIONS SHOULD TAILOR THIS SECTION OF THE MODEL POLICY STATEMENT SPECIFICALLY TO FIT THEIR OWN TIME CLASSES AND OTHER METHODS OF SELLING TIME.]

**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 half the 30-second spot rate, and so on.] 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 (non-preemptible):** These spots are guaranteed to air at the scheduled time or during a set time period, except in the event of unforeseen program changes or technical difficulties. Fixed spots constitute KTVO-NTVO (TV)'s highest-priced class of time.
- **Candidate-Only (non-preemptible):** Although candidates may purchase any available class of time offered by the Station, KTVO-NTVO (TV) offers special "candidate-only" spots that may be purchased only by legally qualified candidates and their authorized committees. These spots are priced the same as the spots in the Preemptible Level 2 class of time (described below) but are guaranteed to air at the scheduled time or during a set time period, except in the event of unforeseen program changes or technical difficulties.

[FOR STATIONS SELLING MULTIPLE LEVELS OF PREEMPTIBILITY:]

- **Preemptible:** These spots carry the risk of being preempted in order to run other spots, whether fixed or candidate-only, or preemptible, for which a higher price is paid. KTVO-NTVO (TV) offers three classes of preemptible spots with varying levels of certainty or uncertainty of clearance -- the lower the likelihood of preemption, the higher the price for the spot. The Station offers the following levels of preemptibility:
- **Preemptible Level 2 (PE2):** 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 (PE3):** 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 (IPE):** 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. IPE spots may be preempted at any time to accommodate the airing of any spots purchased in a higher class.

[STATIONS, PLEASE NOTE: IF VARIOUS CLASSES HAVE DIFFERING RIGHTS, e.g., NOTICE BEFORE PREEMPTION, GUARANTEES ON MAKE GOODS, ETC., THESE SHOULD BE SPELLED OUT IN THE ABOVE DESCRIPTIONS.]

[FOR STATIONS SELLING A SINGLE CLASS OF PREEMPTIBLE TIME ON AN "AUCTION" BASIS:]

- **Preemptible:** These spots carry the risk of being preempted in order to run other spots, whether fixed or preemptible, for which a higher price is paid. KTVO-NTVO (TV) offers preemptible spots on an "auction" basis -- a preemptible spot always runs the risk of being preempted by a preemptible spot for which a higher price is paid. Thus, the higher the price paid for the spot, the lower the likelihood of preemption.

Candidates may purchase "preemptible" ads at the lowest unit charge or at a higher rate so as to decrease the potential for preemption. In the event that a candidate purchases a preemptible spot at a higher rate to air during a statutory "lowest unit rate" period, and the Station sells a preemptible spot of the same length that airs during the same time period for a lower rate, the candidate will be afforded the benefit of the lower rate either by way of a timely rebate or as credit against future purchases, at the option of the candidate. (Of course, as outlined above, if a candidate purchases a "candidate-only" spot, it is guaranteed to air except in the event of unforeseen circumstances.)

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>
	Fixed	less than 1%
	Candidate-Only	less than 1%
	PE2	about 15%
	PE3	about 30%
	IPE	about 50%
]		]

OR

[	<i>Class of Time</i>	<i>Likelihood of Preemption</i>	
	Fixed	less than 1%	
	Candidate-Only	less than 1%	
	Preemptible	about 30%	]

- 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, including segments within 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 or program segments 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., 4:00 p.m. - 4:30 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; spots scheduled to air during a particular segment in a time period or program will generally cost more than spots scheduled to run at any time during the time period or program.
- 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: [Fixed, Candidate-Only, PE2, PE3, and IPE][or][Fixed, Candidate-Only, Preemptible].

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.]

- **[Value Added Features.** Advertisers on KTVO-NTVO (TV) sometimes purchase value-added elements in conjunction with air time, including, but not limited to, "combination print ads" in direct mail station advertisements or magazine supplements; non-broadcast event sponsorships; and non-cash promotional incentives (bonuses to the advertiser if certain prospective advertising levels are reached). Legally qualified candidates may purchase value-added elements on the same terms, and under the same circumstances, as the Station makes them available to commercial advertisers.]
- **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/does not] accept political advertising during newscasts. KTVO-NTVO (TV) [does/does not] have a news adjacency class of time. KTVO-NTVO (TV) [does/does not] 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 an online 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 on the FCC's website. Any information that is not required by the FCC to be made available online (e.g., letters and emails from the public) 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 OR MEMBERS 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 are included in KTVO-NTVO (TV)'s online political file.

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

Carol Kellum	General Manager	<a href="mailto:ckellum@sbgvtv.com">ckellum@sbgvtv.com</a>	660-627-3333
Natalie Patterson	National Sales Assistant	<a href="mailto:nlpatterson@sbgvtv.com">nlpatterson@sbgvtv.com</a>	660-626-5817

KTVO 3.1 ABC Rate Card

POLITICAL

REV 8/2/16

Effective 9/12/2016 thru 11/8/2016



Time Period	Program	P 4	P 3	P 2	P 1
M-F 430a-5a	Ag Day	\$5	\$15	\$40	\$100
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	\$10	\$25	\$65	\$160
M-F 10a-11a	The View	\$15	\$65	\$160	\$400
M-F 11a-12p	Harry Connick	\$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 515p-530p	KTVO News at 5p	\$75	\$190	\$475	\$1,190
M-F 615p-630p	KTVO News at 6p	\$100	\$250	\$625	\$1,560
M-F 630p-7p	Wheel of Fortune	\$60	\$150	\$375	\$940
M-F 1015p-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	\$5	\$15	\$40	\$100
M 7p-9p	DANCING W/ STARS/BACHELOR	\$150	\$375	\$940	\$2,350
M 9p-10p	CONVICTION	\$150	\$375	\$940	\$2,350
Tu 7p-8p	THE MIDDLE/AMERICAN HOUSEWIFE	\$100	\$250	\$625	\$1,560
Tu 8p-9p	FRESH OFF THE BOAT/THE REAL O'NEALS	\$100	\$250	\$625	\$1,560
Tu 9p-10p	MARVEL'S AGENTS OF SHIELD	\$100	\$250	\$625	\$1,560
W 7p-8p	THE GOLDBERGS/SPEECHLESS	\$150	\$375	\$940	\$2,350
W 8p-9p	MODERN FAMILY/BLACKISH	\$150	\$375	\$940	\$2,350
W 9p-10p	DESIGNATED SURVIVOR	\$100	\$250	\$625	\$1,560
Th 7p-8p	GREY'S ANATOMY	\$150	\$375	\$940	\$2,350
Th 8p-9p	NOTORIOUS	\$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/DR. KEN	\$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
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	SECRETS AND LIES	\$100	\$250	\$625	\$1,560
Su 9p-10p	QUANTICO	\$100	\$250	\$625	\$1,560
Sat 5a-6a	U.S. Farm Report	\$5	\$15	\$40	\$100
Sat 6a-630a	Outdoorsman w/ Buck McNeely	\$15	\$40	\$100	\$250
Sat 630a-7a	Small Town Big Deal	\$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	Celebrity Name Game	\$15	\$40	\$100	\$250
Sat 6p-630p	Jeopardy	\$25	\$65	\$160	\$400
Sat 630p-7p	Wheel Of Fortune	\$40	\$100	\$250	\$625
Sat 1045p-1100p	KTVO News at 10p	\$100	\$250	\$625	\$1,560
Sat 1100p-100a	KTVO Saturday Night Movie	\$15	\$40	\$100	\$250
Sat 1a-2a	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 9a-930a	Full Measure with Sharyl Attkisson	\$30	\$75	\$190	\$475
Sun 1015p-1030p	KTVO News at 10p	\$100	\$250	\$625	\$1,560
Sun 1030p-1100p	Full Measure with Sharyl Attkisson	\$20	\$50	\$125	\$315
Sun 1100p-12a	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
TBA	NFL Wildcard Playoffs	\$250	\$625	\$1,565	\$3,900
Sun 9/18 4-6p	On The Red Carpet At The Emmys	\$50	\$125	\$315	\$790
Sun 9/18 6-7p	68th Emmy Awards Arrival Pre-Show	\$175	\$440	\$1,100	\$2,750
Sun 9/18 7-10p	68th Emmy Awards	\$250	\$625	\$1,565	\$3,900
Wed 11/2 7-10p	50th CMA Awards	\$125	\$315	\$790	\$1,975

\*RATES ARE SUBJECT TO CHANGE

NTVO 3.2 CBS Rate Card  
 POLITICAL  
 REV 8/2/16  
 Effective 9/12/2016 thru 11/8/2016



Time Period	Program	P 4	P 3	P 2	P 1
M-F 4a-5a	CBS News	\$5	\$15	\$40	\$100
M-F 5a-530a	AG Day	\$5	\$15	\$40	\$100
M-F 530a-6a	CBS News	\$5	\$15	\$40	\$100
M-F 6a-7a	CBS Morning News	\$10	\$25	\$65	\$165
M-F 7a-9a	CBS This Morning	\$25	\$65	\$165	\$415
M-F 9a-10a	Rachel Ray	\$15	\$40	\$100	\$250
M-F 10a-11a	The Price is Right	\$10	\$25	\$65	\$165
M-F 11a-12p	The Young and the Restless	\$15	\$40	\$100	\$250
M-F 12p-1230p	Family Feud	\$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	\$165
M-F 2p-3p	Let's Make a Deal	\$10	\$25	\$65	\$165
M-F 3p-4p	Steve Harvey	\$10	\$25	\$65	\$165
M-F 4p-5p	Dr. Oz	\$15	\$40	\$100	\$250
M-F 5p-530p	Family Feud	\$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 645p-7p	KTVO SE Iowa News	\$25	\$65	\$165	\$415
M-F 7p-730p	Access Hollywood	\$25	\$65	\$165	\$415
M-F 10p-1030p	Access Hollywood	\$20	\$50	\$125	\$315
M-F 1030p-1035p	KTVO WX Update	\$10	\$25	\$65	\$165
M-F 1035p-1137p	The Late Show with Stephen Colbert	\$10	\$25	\$65	\$165
M-F 1137p-12x	The Late Late Show with James Corden	\$10	\$25	\$65	\$165
M-F 1237a-137a	Steve Harvey	\$5	\$15	\$40	\$100
M-F 137a-207a	Divorce Court	\$5	\$15	\$40	\$100
M-F 207a-4a	CBS News	\$5	\$15	\$40	\$100
M 7p-8p	BIG BANG THEORY/KEVIN CAN WAIT	\$100	\$250	\$625	\$1,560
M 8p-9p	2 BROKE GIRLS/THE ODD COUPLE	\$100	\$250	\$625	\$1,560
M 9p-10p	SCORPION	\$100	\$250	\$625	\$1,560
Tu 7p-8p	NCIS	\$75	\$190	\$475	\$1,190
Tu 8p-9p	BULL	\$100	\$250	\$625	\$1,560
Tu 9p-10p	NCIS: NEW ORLEANS	\$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	CODE BLACK	\$100	\$250	\$625	\$1,560
Th 7p-8p	TNF DATES: 9/15, 9/22, 10/6, 10/13, 10/20	\$100	\$250	\$625	\$1,560
Th 8p-9p	MOM/LIFE IN PIECES	\$100	\$250	\$625	\$1,560
Th 9p-10p	PURE GENIUS	\$100	\$250	\$625	\$1,560
F 7p-8p	MACGYVER	\$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	NCIS: LOS ANGELES	\$100	\$250	\$625	\$1,560
Su 8p-9p	MADAM SECRETARY	\$100	\$250	\$625	\$1,560
Su 9p-10p	ELEMENTARY	\$100	\$250	\$625	\$1,560
Sat 8a-10a	CBS This Morning	\$5	\$15	\$40	\$100
Sat 530p-6p	CBS Weekend News	\$50	\$125	\$315	\$790
Sat 6-7p	Family Feud	\$10	\$25	\$65	\$165
Sat 10p-1030p	Pawn Stars	\$15	\$40	\$100	\$250
Sat 1030p-11p	Pawn Stars	\$15	\$40	\$100	\$250
Sat 11p-12a	Ring of Honor	\$15	\$40	\$100	\$250
Sun 8a-930a	CBS Sunday Morning News	\$15	\$40	\$100	\$250
Sun 930a-1030a	Face the Nation	\$5	\$15	\$40	\$100
Sun 1030a-11a	Full Measure with Sharyl Attkisson	\$20	\$50	\$125	\$315
Sun 530p-6p	CBS Weekend News	\$50	\$125	\$315	\$790
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	\$50	\$125	\$315	\$790
Sun 330p-6p	NFL Late Game	\$50	\$125	\$315	\$790
TBA	NFL Playoffs/Championships	\$250	\$625	\$1,565	\$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
M 9/26 8-10p	Presidential Debate	\$200	\$500	\$1,250	\$3,125
Sat/Sun 2p-5p	PGA Golf	\$25	\$65	\$165	\$415

\*RATES ARE SUBJECT TO CHANGE



REP HEADLINE# 8428980  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 703-528-9387  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 FAX# 703-516-9680  
 OCT26/16 14.41  
 \*\*\* NTVO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700P-800P	30		\$100.00	10/31	10/31	1		MON	1
	PROGRAM : MOM/2 BROKE											
	CON COM1 : MOM/2 BROKE											
5			800P-900P	30		\$100.00	10/31	11/7	1		MON	2
	PROGRAM : 2 BROKE/ODD											
	CON COM1 : 2 BROKE/ODD											
6			900P-1000P	30		\$100.00	10/31	11/7	1		MON	2
	PROGRAM : SCORPION											
	CON COM1 : SCORPION											
7			600P-700P	30		\$100.00	10/30	11/6	1		SUN	2
	PROGRAM : 60 MINUTES-CBS											
	CON COM1 : 60 MINUTES-CBS											
8			700P-800P	30		\$100.00	11/6	11/6	1		SUN	1
	PROGRAM : NCIS LA											
	CON COM1 : NCIS LA											
9			800P-900P	30		\$100.00	10/30	10/30	1		SUN	1
	PROGRAM : MADAM SEC											
	CON COM1 : MADAM SEC											
10			900P-1000P	30		\$100.00	11/6	11/6	1		SUN	1
	PROGRAM : ELEMENTARY											
	CON COM1 : ELEMENTARY											
11			700P-800P	30		\$100.00	10/27	10/27	1		THU	1
	PROGRAM : BIG BANG/OUTDOORS											
	CON COM1 : BIG BANG/OUTDOORS											
12			700P-800P	30		\$75.00	11/1	11/1	1		TUE	1
	PROGRAM : NCIS											
	CON COM1 : NCIS											

REP HEADLINE# 8428980  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 703-528-9387  
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 OCT26/16 14.41  
 \*\*\* NTVO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			800P-900P	30		\$100.00	11/1	11/1	1		TUE	1
	PROGRAM : BULL											
	CON COM1: BULL											
14			900P-1000P	30		\$75.00	11/1	11/1	1		TUE	1
	PROGRAM : NCIS NO											
	CON COM1: NCIS NO											
15			700P-800P	30		\$100.00	11/2	11/2	1		WED	1
	PROGRAM : SURVIVOR											
	CON COM1: SURVIVOR											
16			800P-900P	30		\$100.00	11/2	11/2	1		WED	1
	PROGRAM : CRIMINAL MINDS											
	CON COM1: CRIMINAL MINDS											
17			900P-1000P	30		\$100.00	11/2	11/2	1		WED	1
	PROGRAM : CODE BLACK											
	CON COM1: CODE BLACK											
OCT/16			\$500.00			\$1,450.00						

CONTRACT TOTAL \$1,950.00  
 TOTAL SPOTS 20

MARKET TOTALS \$16,355 NTVO 12% KYOU 13% KWOT 0% KTVO 75%  
 ACCURATE SHARES

SVC- NSI  
 DEMOS- RA35+\*

# ORDER



**Orders**  
**Order / Rev:** 8428980  
**Alt Order #:** 08428980  
**Product Desc:** JOSH HAWLEY FOR ATTO  
**Estimate:** 8487  
**Flight Dates:** 10/27/16 - 11/07/16  
**Original Date / Rev:** 10/26/16 / 10/26/16  
**Order Type:** GENERAL

**NTVO**  
**Primary AE:** Washington DC HRP/DC  
**Sales Office:** HRPDC  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning Pl  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Ln  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser Name:** Josh Hawley for Attorney General-R  
**Demographic:** A35+  
**Product Codes:** PL Local Candidate  
**Priority:** P-4  
**Revenue Codes:** AGY, Political, Political Candidate

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:** 12680  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	5	\$500.00	\$425.00
10/31/16	11/27/16	15	\$1,450.00	\$1,232.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	5	\$500.00	\$425.00	0.00
November 2016	15	\$1,450.00	\$1,232.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$1,950.00</b>	<b>\$1,657.50</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

Order Share	Share	Total
NTVO	12%	\$1,950.00
Market	100%	\$16,250.00

**Competitive Share**

Competitive Share	Share	Total
AWOT	0%	\$0.00
CABLE	0%	\$0.00
KTVO	75%	\$12,187.50
KYOU	13%	\$2,112.50
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	10/28/16	10/28/16	Friday Prime A Fri 7p-8p	CM	7:00 PM-8:00 PM	----1--	:30	1	\$100.00	P-4	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: 10/28/16	11/03/16	----1--		1				\$100.00		0.00			
E 2	NTVO	11/04/16	11/04/16	Friday Prime B Fri 8p-9p	CM	8:00 PM-9:00 PM	----1--	:30	1	\$100.00	P-4	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: 11/04/16	11/10/16	----1--		1				\$100.00		0.00			
E 3	NTVO	10/28/16	10/28/16	Friday Prime C Fri 9p-10p	CM	9:00 PM-10:00 PM	----1--	:30	1	\$100.00	P-4	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: 10/28/16	11/03/16	----1--		1				\$100.00		0.00			

Order / Rev: 8428980  
 Alt Order #: 08428980  
 Flight Dates: 10/27/16 - 11/07/16

Advertiser: Josh Hawley for Attorney General-R  
 Product Desc: JOSH HAWLEY FOR ATTO  
 Estimate: 8487  
 NTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	NTVO	10/31/16	10/31/16	Monday Prime A Mon 7p-8p	CM	7:00 PM-8:00 PM	1-----	:30	1	\$100.00	P-4	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: 10/31/16	11/06/16	1-----		1				\$100.00		0.00			
E 5	NTVO	10/31/16	11/07/16	Monday Prime B Mon 8p-9p	CM	8:00 PM-9:00 PM	1-----	:30	1	\$100.00	P-4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$100.00		0.00			
		Week: 11/07/16	11/13/16	1-----		1				\$100.00		0.00			
E 6	NTVO	10/31/16	11/07/16	Monday Prime C Mon 9p-10p	CM	9:00 PM-10:00 PM	1-----	:30	1	\$100.00	P-4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$100.00		0.00			
		Week: 11/07/16	11/13/16	1-----		1				\$100.00		0.00			
E 7	NTVO	10/30/16	11/06/16	Sunday Prime A Sun 6p-7p	CM	6:00 PM-7:00 PM	-----1	:30	1	\$100.00	P-4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/16	11/05/16	-----1		1				\$100.00		0.00			
		Week: 11/06/16	11/12/16	-----1		1				\$100.00		0.00			
E 8	NTVO	11/06/16	11/06/16	Sunday Prime B Sun 7p-8p	CM	7:00 PM-8:00 PM	-----1	:30	1	\$100.00	P-4	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: 11/06/16	11/12/16	-----1		1				\$100.00		0.00			
E 9	NTVO	10/30/16	10/30/16	Sunday Prime C Sun 8p-9p	CM	8:00 PM-9:00 PM	-----1	:30	1	\$100.00	P-4	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: 10/30/16	11/05/16	-----1		1				\$100.00		0.00			
E 10	NTVO	11/06/16	11/06/16	Sunday Prime D Sun 9p-10p	CM	9:00 PM-10:00 PM	-----1	:30	1	\$100.00	P-4	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: 11/06/16	11/12/16	-----1		1				\$100.00		0.00			
E 11	NTVO	10/27/16	10/27/16	Thursday Prime A Thu 7p-8p	CM	7:00 PM-8:00 PM	---1---	:30	1	\$100.00	P-4	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: 10/27/16	11/02/16	---1---		1				\$100.00		0.00			
E 12	NTVO	11/01/16	11/01/16	Tuesday Prime A Tue 7p-8p	CM	7:00 PM-8:00 PM	-1-----	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	-1-----		1				\$75.00		0.00			
E 13	NTVO	11/01/16	11/01/16	Tuesday Prime B Tue 8p-9p	CM	8:00 PM-9:00 PM	-1-----	:30	1	\$100.00	P-4	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: 11/01/16	11/07/16	-1-----		1				\$100.00		0.00			
E 14	NTVO	11/01/16	11/01/16	Tuesday Prime C Tue 9p-10p	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/16	11/07/16	-1-----		1				\$75.00		0.00			
E 15	NTVO	11/02/16	11/02/16	Wednesday Prime A Wed 7p-8p	CM	7:00 PM-8:00 PM	--1----	:30	1	\$100.00	P-4	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: 11/02/16	11/08/16	--1----		1				\$100.00		0.00			
E 16	NTVO	11/02/16	11/02/16	Wednesday Prime B Wed 8p-9p	CM	8:00 PM-9:00 PM	--1----	:30	1	\$100.00	P-4	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: 11/02/16	11/08/16	--1----		1				\$100.00		0.00			
E 17	NTVO	11/02/16	11/02/16	Wednesday Prime C Wed 9p-10p	CM	9:00 PM-10:00 PM	--1----	:30	1	\$100.00	P-4	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: 11/02/16	11/08/16	--1----		1				\$100.00		0.00			

Order / Rev: 8428980  
 Alt Order #: 08428980  
 Flight Dates: 10/27/16 - 11/07/16

Advertiser: Josh Hawley for Attorney General-R  
 Product Desc: JOSH HAWLEY FOR ATTO **NTVO**  
 Estimate: 8487

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
													Totals	20	\$1,950.00