



KESL-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

Strategic Media Services  
1911 N Ft Mer Dr  
Ste 400  
Arlington, VA 22209

**Contract # 2642254**

**Schedule Dates:** 09/27/16-10/03/16  
**Advertiser:** Citizens for Schimpr and RSSCC (112441)  
**Agency:** Strategic Media Services (8287)  
**Product:** POLITICAL CANDIDATE (ns) (1186)  
**Brand:** candidate tv/1824 (865139)  
**Salesperson:** Millennium/NY, New York (1090)  
**Sales Office:** Millennium New York  
**Buyer Name:** Ben, Rheaui,  
**Phone/Fax:** /  
**CPE:** 198/223/1824  
**Account Types:** National/Political Candidate Agency BRD  
**Billing Type:** Standard  
**Comments:** CANDIDATE TV

**Date Entered:** 09/23/16  
**Last Modified:** 09/23/16  
**Entered By:** Michelle Bryant  
**CO-OP:** No  
**Headline #:** ECR25316333  
**Demo:**  
**Order Type:** Normal  
**Package Deal:**  
**Commission %:** 15.00  
**Commission:** \$157.50  
**Net Total:** \$892.50  
**Sales Tax:**

Paducah (KBSI)		
By Broadcast Month	Spots	Rate
Oct. 2016	8	\$1,050.00
<b>Grand Total:</b>	<b>8</b>	<b>\$1,050.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News (1)	09/28/16-09/28/16	1	:30	9:30p- News-News	1			1					1	\$125.00	\$125.00	Paducah (KBSI)	News @ 9 on FOX 23	9/23/16
1.1	Normal Line / News (1)	09/28/16-09/28/16	1	:30	9p- News-News	1			1					1	\$125.00	\$125.00	Paducah (KBSI)	News @ 9 on FOX 23	9/23/16
2.0	Revised Line / News (1)	09/30/16-09/30/16	1	:30	9:30p- News-News	1					1			1	\$125.00	\$125.00	Paducah (KBSI)	News @ 9 on FOX 23	9/23/16
2.1	Normal Line / News (1)	09/30/16-09/30/16	1	:30	9p- News-News	1					1			1	\$125.00	\$125.00	Paducah (KBSI)	News @ 9 on FOX 23	9/23/16
3.0	Normal Line / News (2)	10/02/16-10/02/16	1	:30	9p- News-News	1							1	1	\$100.00	\$100.00	Paducah (KBSI)	News At 9	9/23/16
4.0	Normal Line / SPOT (3)	09/28/16-09/28/16	1	:30	5:58p- Big Bang Theory	1			1					1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/23/16
5.0	Normal Line / SPOT (3)	09/30/16-09/30/16	1	:30	5:58p- Big Bang Theory	1					1			1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/23/16
6.0	Normal Line / SPOT (3)	10/03/16-10/03/16	1	:30	5:58p- Big Bang Theory	1						1		1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/23/16
7.0	Normal Line / SPOT (4)	09/27/16-09/27/16	1	:30	6:28p- Big Bang Theory 2	1			1					1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	9/23/16
8.0	Normal Line / SPOT (4)	09/29/16-09/29/16	1	:30	6:28p- Big Bang Theory 2	1					1			1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	9/23/16

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at...http://sbgnr/?p=1224... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.





125 West 55th St  
New York, NY 10019

Contract # 25316333 Changes as of: 9/23/2016 at 2:11 PM Version: Current State Version 2  
 Total \$: \$1,050.00

CPE: 198/23/1824 Flight: 9/27/16 - 10/3/16 Station: KBSI  
 Agency: STRATEGIC MEDIA SERVICES Advertiser: Schlumpf-RSSCC Market: Paducah  
 Total Spots: 8

1911 NORTH FT MYER Drive SUITE 400 ARLINGTON, VA  
 Product: CANDIDATE TV Office: NEW YORK  
 Total CPP: \$0.00

Agency Order #: 5420281 Buyer: Rheault, Ben  
 Primary Demo: Adults 35+ Con Type: POLITICAL/NOTE  
 Total GRP: Traffic #: 2642254

Salesperson: JONATHAN VITTI Assistant: KENNETH MIELE  
 212-373-8256 212-373-8113

Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
09/23/16 1:03 PM	JONATHAN VITTI	See line 1
09/23/16 12:03 PM	Michelle Bryant	Line 1: TP chg. News airs 9-10p on all dates.
09/23/16 11:45 AM	System	Pls revise. Thanks Notice Received.

**Competitive Information**

Market Budget:	\$13,125
KBSI Share:	8%
Comment:	
KFVS:	24%
WPSD:	32%
WSIL:	36%

**Daypart Summary**

Day/Time	% Distrib	Spots	Dollars	CPM	GIMP
	100%	8	\$1,050.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>8</b>	<b>\$1,050.00</b>	<b>N/A</b>	<b>0.0</b>

**Monthly Summary**

Month	Spots	Dollars
2016-Oct	8	\$1,050.00
<b>Total</b>	<b>8</b>	<b>\$1,050.00</b>

**Transaction History**

Trans	Created/Received	Created by	Status	Spot#	Spot	\$ Chg	Contract \$	Comment
Revision	9/23/16 1:03 PM	JONATHAN VITTI	Confirmed			\$0	\$1,050.00	Changes: User Entered \$ from \$0.00 to \$1,050.00, Demo Meta to [R16], Comments
Makegood 1	9/23/16 12:03 PM	Michelle Bryant	Confirmed			\$0	\$1,050.00	from to See line 1. 1 buyline added or modified.
Queued for Electronic Contracting	9/23/16 11:16 AM					\$0	\$0	
New	9/23/16 10:04 AM	JONATHAN VITTI	Confirmed	8		\$1,050.00	\$1,050.00	

**Non-Discrimination Policy**  
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

# As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
9/27/16	6:29:30PM	00:30	ILHTV091909H	13693	2642254.7.0	\$200.00	SPOT	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	Big Bang Theory 2 AUD N/R
9/28/16	6:25:39PM	00:30	ILHTV091909H	13693	2642254.4.0	\$100.00	SPOT	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	Big Bang Theory N/R
9/28/16	9:53:31PM	00:30	ILHTV091909H	13693	2642254.1.1	\$125.00	News	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	News-News N/R
9/29/16	6:55:32PM	00:30	ILHTV091909H	13693	2642254.8.0	\$200.00	SPOT	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	Big Bang Theory 2 AUD N/R
9/30/16	5:58:00PM	00:30	ILHTV091909H	13693	2642254.5.0	\$100.00	SPOT	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	Big Bang Theory N/R
9/30/16	9:32:32PM	00:30	ILHTV091909H	13693	2642254.2.1	\$125.00	News	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	News-News N/R
10/2/16	9:11:11PM	00:30	ILHTV091909H	13693	2642254.3.0	\$100.00	News	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	News-News N/R
10/3/16	6:11:08PM	00:30	ILHTV091909H	13693	2642254.6.0	\$100.00	SPOT	OK to Bill	Citizens for Schimpf and RSSCC (112441)	Strategic Media Services (8287)	POLITICAL CANDIDATE (ns) (1186)	SCHIMPF-R SSCC	KBSI	Big Bang Theory N/R

**Grand Total:** \$1,050.00

**Total Spots: 8**

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

## 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> <u>KBSI-TV</u>	<b>Date:</b> <u>9/13/16</u>
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I, Ben Rheault,

being/on behalf of: Paul Schimpf,

a legally qualified candidate of the Republican

political party for the office of: IL SD 58

in the General

election to be held on: Nov. 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

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

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

Citizens for Schimpf and RSSCC

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:

Lori L Schimpf

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*

9/12/16

Date

Benjamin Rheault

Signature

Digitally signed by Benjamin Rheault  
DN: cn=Benjamin Rheault, o=ou=smo1-primeair, @strategicmediaservices.com, c=US  
Date: 2016.07.28 11:31:57 -0400

*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, \_\_\_\_\_  
(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

**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.