## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charge	s. See I <b>nvoice</b> for actual schedule and charges.						
1, William E Naeger, hereby request station time as follows:							
	, hereby request station time as lonows.						
IDEALS FEE	DERAL CANDIDATE						
I DENTIFY CANDIDATE TYPE	TE OR LOCAL CANDIDATE						
	TE ON EOGAE GANDIDATE						
ALVOUESTIONS (BLOC	VCOULT DE COMOLETTE						
	KS MUST BE COMPLETED						
Candidate name: Mike Padilla							
Authorized committee:							
Padilla for Mayor							
Agency requesting time (and contact information):							
N/A							
Candidate's political party:							
Democratic							
Office sought (no acronyms or abbreviations):							
Mayor of Tapeka, Kan	eas						
Date of election:	General Primary						
$\lfloor \lfloor \lfloor 2 \rfloor 2 \rfloor$							
Treasurer of candidate's authorized committee:							
Orion Gordan							
The undersigned represents that:							
(1) the payment for the broadcast time requested has been fu	rnished by (check one box below):						
the candidate listed above who is a legally qualified ca	ndidate, or						
the authorized committee of the legally qualified cand	date listed above;						
(2) this station is authorized to announce the time as paid for b	by such person or entity; and						
(3) this station has disclosed its political advertising policies, inc							
and other sales practices.	seeds and promotion						
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISC	RIMINATION ON THE BASIS OF BACE OF ETHALICITY						
IN THE PLACEMENT OF ADVERTISING.	THE STATE OF LINGS						
Candidate/Committee/Agency	Station Representative						
Signature:	Signature:						
WWW CIFF	( US SOU						
Name: William E Naeges	Name: Wes Good						
Date of Request to Purchase Ad Time: 10 15 01	Date of Station Agreement to Sell Time: 10/25/21						



Campaign Padilla for Mayor
Market(s) TOPEKA
Agency
Advertiser
Spot Length(s) :30
Campaign Dates 10/26/2021-11/1/2021
Book(s) CS-Sep/2021

Web:

Exported: 10/21/2021

AE/SR: Wes Good Email: wgood@kwch.com Phone #. Fax.#

				WIRW			WIRW			WIRW			WIBW			Station
Demo		10:000	Mo-Er 10:00p-10:35p	13 NEWS @ 10B		Mo-Er 6:00p-6:30p	13 NEW/S @ 6D	1.000	Mo-Er 4:00p-4:30p	13 NEWS EVE ON NE KS Early Erings	110 1 1 1 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0	Mo-Er 12:00n-12:30n	MIDDAY IN KANSAS		Time	Program
Len		10/20/2021-11/1/2021	10/26/2021 11/1/2021	i ata Naws	10/20/2021-11/1/2021	10/28/2021-11/1/2021	Early Nows	10/20/2021-11/1/2021	10/26/2021 11/4/2021	O Early Erings	10/20/2021-11/1/2021	10/26/2021-11/1/2021	Davtime	i van Dates	Din Dates	Davnart
Totals			Co-oeb/2021	Co Control		CO-Och/COV	00 000000		Co-oeb/2021	2000000		CO-0eb/2021	Ce ean/2021		500	Book
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			39.5	2		48.9	600		20.1			4.4C	-	Co-A35+ Co-A35+	2	25.
			45.1			41.1			29.3	3		24.9		C5-A35+	201/201	
			18.8			21.3			6.2			14.3		CS-A35+		3
			39.5			48.9			20.1			54.4		CS-A35+	Sonr	2
	1	Ď	47.7	24	2	43.5	7	<u> </u>	31.0		2	26.3		CS-A35+	HOI/PUI	
	\$18.26	\$325.00	17.8	\$11.69	\$235.00	20.1	\$5.93	\$35.00	5.9	\$5.56	\$75.00	13.5	Need CPP	Need Rate	Need Rating	
9	CPP	:30	Spots	CPP	:30	Spots	CPP	:30	Spots	CPP	:: :3	Spots	СРР	Len	Spots	
-	\$17.40	\$310.00	2	\$11.69	\$235.00	ω	\$5.93	\$35.00	4	\$5.56	\$75.00	4			10/26/2021	
34.71	\$17.40	\$310.00	_	\$11.69	\$235.00	>	\$5.93	\$35.00	۰	\$5.56	\$75.00	_			11/1/2021	
74.7.0	\$17 AS	\$930.00	3	\$11.69	\$940.00	4	\$5.93	\$175.00	5	\$5.56	\$375.00	ζī	Weighted CPP	Total Cost	Total Spots	

Total Grps
Total Imp(000)
Total Avg CPP
Total Spots
Total Cost

CS-A35+ CS-A35+

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Prepared with WO Media Sales

## **ORDER**

**Orders** Order / Rev: 2254032 Alt Order #: Product Desc: Campaign for Mayor 2021 Estimate: Flight Dates: 10/26/21 - 11/01/21 Primary AE: Wesley Good Original Date / Rev: 10/25/21 / 10/25/21 Sales Office: **TPKN** Order Type: NORMAL Sales Region: National Agency Name: Padilla for Mayor **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1216 SW 29TH Billing Cycle: EOM/EOC Topeka, KS 66611 Agency Commission: 0% **Advertiser** Name: Padilla for Mayor Demographic: A35+ New Business Thru: **Product Codes:** Candidate - Local - Mayor Advertiser External ID: 596214 Revenue Code 1: DIR Agency External ID: 176847 Revenue Code 2: POL Unit Code: General Revenue Code 3: POL-CAND Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/31/21	13	\$1,765.00	\$1,765.00
11/01/21	11/01/21	4	\$655.00	\$655.00

P-04

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	13	\$1,765.00	\$1,765.00	0.00
November 2021	4	\$655.00	\$655.00	0.00

\$2,420.00

\$2,420.00

0.00

17

## **Account Executives**

Priority:

Account Executive Sales Office Sal		Sales Region	Start Date / End Date	Order %
Wesley Good	TPKN	National	Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type Sp	oots	Amount
N 1 WIBW 10/26/21 11/01/21	Midday in Kansas CM Midday in Kansas	12:00 PM-12:30 PIMTWTF (12:00 PM-12:30 PM)	:30 1	\$75.00P-04 0.00 NM	5	\$375.00
<u>Start Date</u> <u>End Date</u> Week: 10/25/21 10/31/21 Week: 11/01/21 11/07/21	Weekdays Spots/Week -TWTF 4	Rate Rating \$75.00 0.00 \$75.00 0.00				
N 2 WIBW 10/26/21 11/01/21	13 News Eye on NE KS@M 13 News Eye on NE KS@4p	4:00 PM-4:30 PM MTWTF (4:00 PM-4:30 PM)	:30 1	\$35.00P-04 0.00 NM	5	\$175.00
<u>Start Date</u> <u>End Date</u> Week: 10/25/21 10/31/21 Week: 11/01/21 11/07/21	Weekdays Spots/Week -TWTF 4 M 1					
N 3 WIBW 10/26/21 11/01/21	13 News @ 6p CM 13 News @ 6p	6:00 PM-6:30 PM MTWTF (6:00 PM-6:30 PM)	:30 1	\$235.00P-04 0.00 NM	4	\$940.00
Start Date         End Date           Week: 10/25/21         10/31/21           Week: 11/01/21         11/07/21	Weekdays Spots/Week -TWTF 3 M 1					
N 4 WIBW 10/26/21 11/01/21	13 News @ 10p M-F CM 13 News @ 10p M-F	10:00 PM-10:35 PIMTWTF (10:00 PM-10:35 PM)	:30 1	\$310.00P-04 0.00 NM	3	\$930.00
Start Date         End Date           Week: 10/25/21         10/31/21           Week: 11/01/21         11/07/21	Weekdays         Spots/Week           -TWTF         2           M         1	Rate         Rating           \$310.00         0.00           \$310.00         0.00				

Totals

Print Date: 10/25/21 14:54:11 Page 2 of 2

Order / Rev: 2254032

End

Start

Advertiser:

Estimate:

Padilla for Mayor

Alt Order #:

Product Desc:

Campaign for Mayor 2021

**WIBW** 

Flight Dates:

Ln Ch

10/26/21 - 11/01/21

Inventory Code

Break Start/End Time

Days

Len Spots

Rate Pri Rtg Type Spots

Amount

Totals

17 \$2,420.00