



KBSI-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

Dudley Media  
919 Catharine St  
Philadelphia, PA 19147

# Contract # 2618701

Schedule Dates	09/06/16-09/26/16	Date Entered	09/01/16
Advertiser	Friends of Sheila Simon-Jl State Senate-D (112272	Last Modified	09/01/16
Agency	Dudley Media (7265)	Entered By	Brenda Allen
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	Political Candidate (106741)	Headline #	ECR25279433
Salesperson	Millennium/NT, New York (1090)	Demo	
Sales Office	Millennium New York	Order Type	Normal
Buyer Name	DUDLEY,BOB	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$888.75
Account Types	National/Political Candidate Agency BRD	Net Total	\$5,036.25
Billing Type	Weekly/Irregular	Sales Tax	
Comments	FRIENDS OF SHEILA SI NEW ORDER FOR SHEILA SIMON TO RUN 9/6-9/26. PLEASE CONFIRM, THANKS.		

Paducah (KBSI)		
By Broadcast Month	Spots	Rate
Sep. 2016	51	\$5,605.00
Oct. 2016	3	\$320.00
Grand Total:	54	\$5,925.00

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	Normal Line / SPOT	09/06/16-09/26/16	1	:30	10A- Peoples Court	1	1	1	1	1	1			15	\$20.00	\$300.00	Paducah (KBSI)	PEOPLES COURT	9/1/16
2.0	Normal Line / News	09/06/16-09/26/16	1	:30	9P- News-News	1	1	1	1	1	1			15	\$150.00	\$2,250.00	Paducah (KBSI)	NEWS	9/1/16
3.0	Normal Line / News	09/06/16-09/26/16	1	:30	9:30P- News-News	1	1	1	1	1	1			15	\$150.00	\$2,250.00	Paducah (KBSI)	NEWS	9/1/16
4.0	Normal Line / News	09/10/16-09/24/16	1	:30	10P- News-News							1		3	\$150.00	\$450.00	Paducah (KBSI)	NEWS	9/1/16
5.0	Normal Line / News	09/11/16-09/25/16	1	:30	9P- News-News								1	3	\$150.00	\$450.00	Paducah (KBSI)	NEWS	9/1/16
6.0	Normal Line / News	09/11/16-09/25/16	1	:30	9A- News-Full Measure with Sharyl Attkisson								1	3	\$75.00	\$225.00	Paducah (KBSI)	FULL MEASURE	9/1/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

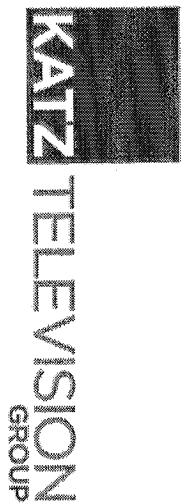
Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbgi.net/?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 #** 25279433 **Changes as of:** 9/11/2016 at 10:01 AM **Version:** Original Order

**CPE:** DUDLEY MEDIA **Flight:** 9/6/16 - 9/26/16 **Station:** KBSI **Total \$:** \$5,925.00

**Agency:** DUDLEY MEDIA 919 **Advertiser:** SIMON, SHELLA **Market:** Paducah **Total Spots:** 54

**Product:** FRIENDS OF SHELLA **Office:** NEW YORK **Total CPP:** \$0.00

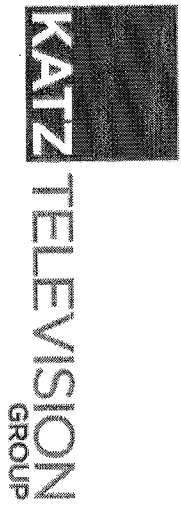
**Agency Order #:** **Buyer:** BOB DUDLEY **Primary Demo:** Adults 35+

**Salesperson:** JONATHAN VITTI **Assistant:** KENNETH MIELE **Con Type:** POLITICAL/NOTE

**Comments:** NEW ORDER FOR SHELLA SIMON TO RUN 9/6-9/26. PLEASE CONFIRM. THANKS.

**Separation:** **Total GRP:**

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/6 - 9/20			Total Spots	Total \$	CPP	GRP
							9/6	9/13	9/20				
1	Tu-F M 10a-11a		PEOPLES COURT	\$20.00	0.0	30	5	5	5	15	\$300.00	\$0.00	0.0
2	Tu-F M 9p-9:30p		NEWS	\$150.00	0.0	30	5	5	5	15	\$2,250.00	\$0.00	0.0
3	Tu-F M 9:30p-10p		NEWS	\$150.00	0.0	30	5	5	5	15	\$2,250.00	\$0.00	0.0
4	Sa 9p-10p		NEWS	\$150.00	0.0	30	1	1	1	3	\$450.00	\$0.00	0.0
5	Su 9p-10p		NEWS	\$150.00	0.0	30	1	1	1	3	\$450.00	\$0.00	0.0
6	Su 9a-9:30a		FULL MEASURE	\$75.00	0.0	30	1	1	1	3	\$225.00	\$0.00	0.0
<b>TOTALS:</b>							18	18	18	54	\$5,925.00	\$0.00	0.0



125 West 65th St  
New York, NY 10019

**Contract #** 25279433 **Changes as of:** 9/11/2016 at 10:01 AM **Version:** Original Order

**CPE:** DUDLEY MEDIA  
**Agency:** DUDLEY MEDIA 919  
 CATHARINE ST  
 PHILADELPHIA PA 19147

**Flight:** 9/6/16 - 9/26/16  
**Advertiser:** SIMON, SHELLA  
**Product:** FRIENDS OF SHELLA  
 SIMON

**Station:** KBSI  
**Market:** Paducah  
**Office:** NEW YORK

**Agency Order #:** 1c spots  
**Buyer:** BOB DUDLEY  
**Salesperson:** JONATHAN VITTI  
 212-373-8256

**Primary Demo:** Adults 35+  
**Con Type:** POLITICAL/NOTE  
**Assistant:** KENNETH MIELE  
 212-373-8113

**Total \$:** \$5,925.00  
**Total Spots:** 54  
**Total CPP:** \$0.00

**Total GRP:**  
**Separation:**

**Special Instructions**

**Date/Time** Added by **Comment**  
 09/01/16 10:01 AM KENNETH MIELE NEW ORDER FOR SHELLA SIMON TO RUN 9/6-9/26.  
 PLEASE CONFIRM. THANKS.

Competitive Information	
Market Budget:	\$118,500
KBSI Share:	5%
Comment:	
KFVS:	23%
WPSD:	23%
WSIL:	49%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	54	\$5,925.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>54</b>	<b>\$5,925.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Sep	54	\$5,925.00
<b>Total</b>	<b>54</b>	<b>\$5,925.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Ctg	Contract \$	Comment
New	9/1/16 10:01 AM	KENNETH MIELE	New	54		\$5,925.00	\$5,925.00	

**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.

## 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:**

KBSI-TV Cape Girardeau, MO

**Date:**

8-30-16

I, Dudley media

being/on behalf of:

Shelia Simon

a legally qualified candidate of the

Democratic

political party for the office of:

IL State Senate - District #58

in the

General

election to be held on:

11-9-16

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:

Friends of Shelia Simon

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:

Brenda Erickson

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**

9-30-14

Date



Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title