



KOLR  
2650 E Division St  
Springfield, MO 65803

Red Letter Communications  
231 N. Main St.  
Cape Girardeau, MO 63701

## Contract # 1374563

**Schedule Dates** 06/27/16-07/03/16  
**Advertiser** Peter Kinder/Governor/Missouri/Republican (8182)  
**Agency** Red Letter Communications (20142)  
**Product** Political - Governor (1067)  
**Brand** Est 259-1996\_KIND TV wo 6-27 (538382)  
**Salesperson** Springfield, House (1093)  
**Sales Office** Springfield  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 20/23/259  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/21/16  
**Last Modified** 06/21/16  
**Entered By** Shannon Keene  
**CO-OP** No  
**Headline #** 5150860  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$152.25  
**Net Total** \$862.75  
**Sales Tax**

## Springfield (KOLR)

By Broadcast Month	Spots	Rate
Jul. 2016	8	\$1,015.00
<b>Grand Total:</b>	<b>8</b>	<b>\$1,015.00</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	Normal Line / SPOT	07/03/16-07/03/16	5	:30	9:59P- KOLR News Sun 10p								1	1	\$200.00	\$200.00	Springfield (KOLR)		6/21/16
2.0	Normal Line / SPOT	06/27/16-07/01/16	5	:30	9:59P- KOLR News 10p	2	X	X	X	X	X			2	\$200.00	\$400.00	Springfield (KOLR)		6/21/16
3.0	Normal Line / SPOT	06/27/16-07/01/16	5	:30	5P- KOLR News 5p	2	X	X	X	X	X			2	\$115.00	\$230.00	Springfield (KOLR)		6/21/16
4.0	Normal Line / SPOT	06/27/16-07/01/16	5	:30	6A- KOLR10 Daybreak 6a	2	X	X	X	X	X			2	\$60.00	\$120.00	Springfield (KOLR)		6/21/16
5.0	Normal Line / SPOT	06/27/16-07/01/16	5	:30	6:30A- KOLR10 Daybreak 630a	1	X	X	X	X	X			1	\$65.00	\$65.00	Springfield (KOLR)		6/21/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions

## New Order

<b>Agency:</b>	Red Letter Communications Inc.
<b>Office:</b>	Cape Girardeau
<b>Client:</b>	20 - Kinder for Governor
<b>Product:</b>	23 - Kinder for Governor
<b>Piggyback Product:</b>	
<b>Estimate:</b>	259 - 1966 KIND TV wo 6-27

<b>Station:</b>	KOLR-TV
<b>Order Type:</b>	Normal
<b>Cancel Date:</b>	
<b>Received in ePort:</b>	6/21/2016 9:40:15 AM

**Flight Start:** 06/27/2016  
**Flight End:** 07/03/2016  
**Hiatus:**

<b>Primary Demo:</b>	A50+
<b>Demo 2:</b>	A35+
<b>Demo 3:</b>	
<b>GRP:</b>	30.90
<b>CPP:</b>	\$32.85
<b>GIMP:</b>	0
<b>CPM:</b>	\$0.00
<b>Comments:</b>	Separation: 30
<b>Terms of Sale:</b>	Please send in

**Local/National:** Local  
**Rep Office:** KOLR-TV  
**AE:** Bob Chambers  
**Phone:**  
**OrderID:** 5150860  
**Status:** Pending Review

<b>Airtime Dollars:</b>	\$1,015.00
<b>Interactive Dollars:</b>	\$0.00
<b>Non-Airtime Dollars:</b>	\$0.00
<b>Total Dollars:</b>	\$1,015.00
<b>Total Spots:</b>	8

**MarketShare:**

Please send invoices to Red Letter Communications, attention Samantha Berens. All invoices must include above referenced estimate number, tearsheets and/or affidavits of performance; payment will not be remitted without these. Signature denotes acceptance of terms and confirmation of placement. Please return signed copy by email to [sam@rlci.com](mailto:sam@rlci.com) or by fax to 214.771.0441.

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	6/27	Total Spots	A50+			
								Rtg	CPP	Imp	CPM
1	Su 10P-10:35P KOLR 10 News Sun at 10	LN	\$200.00	C	30	1	1	7.80	\$25.64		
2	MTuWThF 10P-10:35P KOLR 10 News at 10	LN	\$200.00	C	30	2	2	4.20	\$47.62		
3	MTuWThF 5P-5:30P KOLR 10 News at 5	EN	\$115.00	C	30	2	2	4.00	\$28.75		
4	MTuWThF 6A-6:30A KOLR 10 Morning News	EM	\$60.00	C	30	2	2	2.10	\$28.57		
5	MTuWThF 6:30A-7A KOLR 10 Morning News	EM	\$65.00	C	30	1	1	2.50	\$26.00		
<b>Total Spots:</b>						8					
<b>Total GRP:</b>						30.9					
<b>Cash\$ - Spots: \$1,015.00 - 8    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$1,015.00    Total GRP - CPP: 30.9 - \$32.85    Total GIMP(000) - CPM: 0 - \$0.00</b>											

## 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> KOLR-TV, Springfield MO	<b>Date:</b> 6-21-16
---	-------------------------

I, Samantha Berens,

being/on behalf of: Peter Kinder,

a legally qualified candidate of the Republican

political party for the office of: Governor

in the State of Missouri

election to be held on: Tuesday, August 2, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	ROS	M-Su		Avg 12	2

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



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

Missourians For Peter Kinder

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:  
Justin Brown

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***

6-21-16

**Date**

Digitally signed by Samantha Berens  
Date: 2016.05.31 11:39:33 -05'00'

**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

S. Berens  
**Signature**

Shannon Keene  
**Printed Name**

NSA  
**Title**