



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
Grand Total:	8	\$1,015.00

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	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

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

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

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

Primary Demo: A50+
Demo 2: A35+
Demo 3:
GRP: 30.90
CPP: \$32.85
GIMP: 0
CPM: \$0.00

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

Airtime Dollars: \$1,015.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$1,015.00
Total Spots: 8

Comments: Separation: 30

MarketShare:

Terms of Sale:

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 or by fax to 214.771.0441.

Weekly Airtime Lines

1374563

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	6/27	Total				
							Spots	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		
Total Spots: 8											
Total GRP: 30.9											
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											

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: KOLR-TV, Springfield MO	Date: 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

Shannon Keene

N/A

Signature

Printed Name

Title