



KBSL-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

Campaign Group-Philadelphia  
1600 Locust St  
Philadelphia, PA 19103

# Contract # 2256857

Schedule Dates	09/30/15-10/05/15	Date Entered	09/25/15
Advertiser	Conway-Overly for Kentucky-D (104072)	Last Modified	09/25/15
Agency	Campaign Group-Philadelphia (4642)	Entered By	Brenda Allen
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	CONWAY FOR GOVERNOR (745066)	Headline #	ECR10692721
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Cabanel, Lisa	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	2/4/21	Commission	\$285.00
Account Types	National/Political Candidate Agency BRD	Net Total	\$1,615.00
Billing Type	Standard	Sales Tax	
Comments	CONWAY FOR GOV JACK CONWAY FOR GOV		

Paducah (KBSI)		
By Broadcast Month	Spots	Rate
Oct. 2015	5	\$1,900.00
Grand Total:	5	\$1,900.00

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 / Prime (E/E)	10/05/15-10/05/15	1	:15/:15	7P- FOX-Gotham (Monday)	1								1	\$350.00	\$350.00	Paducah (KBSI)	GOTHAM-FOX bookends	9/25/15
2.0	Normal Line / Prime (E/E)	10/05/15-10/05/15	1	:15/:15	8P- FOX-Minority Report (Monday)	1								1	\$350.00	\$350.00	Paducah (KBSI)	minority report bookends	9/25/15
3.0	Normal Line / Prime (E/E)	09/30/15-09/30/15	1	:15/:15	7P- FOX-Rosewood (Wednesday)	1								1	\$450.00	\$450.00	Paducah (KBSI)	rosewood bookends	9/25/15
4.0	Normal Line / Prime (E/E)	10/01/15-10/01/15	1	:15/:15	7P- FOX-Bones (Thursday)	1								1	\$450.00	\$450.00	Paducah (KBSI)	BONES-FOX bookends	9/25/15
5.0	Normal Line / Prime (E/E)	10/04/15-10/04/15	1	:15/:15	Orbit- [P] FOX-Simpsons (Sunday) (Su), [P] FOX-Brooklyn Nine-Nine (Sunday) (Su)	1								1	\$300.00	\$300.00	Paducah (KBSI)	SIMPSONS-FOX/BRKLYN 9-9-FOX bookends	9/25/15

## 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.

# ORDER WORKSHEET

Rep Order# 10692721 Ver# 1 Status New  
EC'd Yes

Traffic Order#

2256857

Printed: 09/25/15 4:37 PM  
Last Received: 09/25/15 3:54 PM  
Showing Buylines: All Lines

1 of 2

Station KBSI-TV PADUCAH KY  
Advertiser (NW80) POLITICAL  
Product CONWAY FOR GOV  
Estimate# 21  
Buyer Lisa Cabanel

Agency (CAMG) CAMPAIGN GROUP  
1600 LOCUST STREET  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E 2/4/21  
Flight Dates 09/29/15-10/05/15

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (JSC) JAMES SCUTARI  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax#

## --- CONTRACT COMMENT ---

JACK CONWAY FOR GOV  
\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

NEW ORDER - PLEASE CONFIRM - THANKS!

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M	7P-8P	GOTHAM-FOX	15	2.1	4.2	\$175.00	10/05-10/05	2	2	\$350.00
			Buy Comment: bookends								
2	M	8P-9P	minority report	15	3.4	6.8	\$175.00	10/05-10/05	2	2	\$350.00
			Buy Comment: bookends								
3	W	7P-8P	rosewooe	15	1.2	2.4	\$225.00	09/30-09/30	2	2	\$450.00
			Buy Comment: bookends								
4	Th	7P-8P	BONES-FOX	15	3.4	6.8	\$225.00	10/01-10/01	2	2	\$450.00
			Buy Comment: bookends								
5	Su	7P-8P	SIMPSONS-FOX/BKLYN 9-9-FOX	15	1.2	2.4	\$150.00	10/04-10/04	2	2	\$300.00
			Buy Comment: bookends								

## ---REPORT TOTALS---

Report Totals: 10 / \$1,900.00

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Flight Dates 09/29/15-10/05/15

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (JSC) JAMES SCUTARI  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax#

## ---SALES MONTHLY TOTALS---

Oct2015: 10/ \$1,900.00

Order Totals: 10 / \$1,900.00

Total GRPS: 22.6

## ---COMPETITIVE---

Market Totals

\$36,259.54

Station	GRPS	Share
CABL	.00%	5.24%
WPBD	56.03%	.00%
WQOW	.00%	24.47%
WSIL	14.26%	.00%
UNKN	.00%	.00%
WDKA	.00%	.00%

## ---COMPETITIVE COMMENTS---

SHARES ACCURATE

Books [null]  
Demos RA35+

## ---CREDIT RISK---

STANDARD CREDIT TERMS

# As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
9/30/15	7:46:28PM	00:15	CON1514TAXH	16833	*** 2256857.3.0	\$225.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Rosewood (Wednesday) N/R
9/30/15	7:47:43PM	00:15	CON1516RAFH	16834	*** 2256857.3.0	\$225.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Rosewood (Wednesday) N/R
10/1/15	7:22:54PM	00:15	CON1516FIGH	16843	*** 2256857.4.0	\$225.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Bones (Thursday) SEASON PREMIERE
10/1/15	7:24:39PM	00:15	CON1517RESH	16851	*** 2256857.4.0	\$225.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Bones (Thursday) SEASON PREMIERE
10/4/15	7:46:21PM	00:15	CON1514TAXH	16833	*** 2256857.5.0	\$150.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Brooklyn Nine-Nine (Sunday) N/R
10/4/15	7:47:06PM	00:15	CON1515RAFH	16834	*** 2256857.5.0	\$150.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Brooklyn Nine-Nine (Sunday) N/R
10/5/15	7:21:22PM	00:15	CON1516FIGH	16843	*** 2256857.1.0	\$175.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Gotham (Monday) N/R
10/5/15	7:22:37PM	00:15	CON1517RESH	16851	*** 2256857.1.0	\$175.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Gotham (Monday) N/R
10/5/15	8:18:39PM	00:15	CON1514TAXH	16833	*** 2256857.2.0	\$175.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Minority Report (Monday) N/R
10/5/15	8:20:24PM	00:15	CON1515RAFH	16834	*** 2256857.2.0	\$175.00	Prime	OK to Bill	Conway-Overly for Kentucky-D (104072)	Campaign Group-Philadelphia (4642)	POLITICAL CANDIDATE (ns) (1186)	CONWAY FOR GOVERNOR	KBSI	FOX-Minority Report (Monday) N/R

Grand Total:

\$1,900.00

Total Spots: 10

\*\*\* 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>	<b>Date:</b>
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I, Lisa Cabanel

being/on behalf of: Jack Conway, a legally

qualified candidate of the Democratic political

party for the office of: Governor

in the General

election to be held on: November 3 2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Paid for by Conway Overly for Kentucky

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:

Wayne Stratton

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).

**To Be Signed By Candidate or Authorized Committee**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title