



KBSI-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

Campaign Group-Philadelphia  
1600 Locust St  
Philadelphia, PA 19103

# Contract # 2280421

Schedule Dates	11/02/15-11/02/15	Date Entered	10/23/15
Advertiser	Conway-Overly for Kentucky-D (104072)	Last Modified	
Agency	Campaign Group-Philadelphia (4642)	Entered By	Brenda Allen
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	JACK CONWAY FOR KY GOV (756927)	Headline #	ECR10703305
Salesperson	Millennium/DC, Washington DC (1108)	Demo	
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Cabanel, Lisa	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	2/4/49	Commission	\$105.00
Account Types	National/Political Candidate Agency BRD	Net Total	\$595.00
Billing Type	Standard	Sales Tax	
Comments	CONWAY FOR KY GOV JACK CONWAY FOR GOV KY		

## INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

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
Est 1.0	Unapproved (New!) on credit hold / Prime	11/02/15-11/02/15	1	:30	6:58P- FOX Gotham (Monday)	1								1	\$350.00	\$350.00	Paducah (KBSI)	GOTHAM-FOX	10/23/15
Est 2.0	Unapproved (New!) on credit hold / Prime	11/02/15-11/02/15	1	:30	8P- FOX-Rifinity Report (Monday)	1								1	\$350.00	\$350.00	Paducah (KBSI)	minority report	10/23/15

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sigline/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

# ORDER WORKSHEET

Rep Order# 10703305 Ver# 1 Status New  
EC'd Yes

Traffic Order#  
Printed: 10/23/15 2:51 PM  
Last Received: 10/23/15 2:43 PM  
Showing Buylines: All Lines

1 of 2

Station KBSI-TV PADUCAH KY  
Advertiser (NW80) POLITICAL  
Product CONWAY FOR KY GOV  
Estimate# 49  
Buyer Lisa Cabanel

Agency (CAMG) CAMPAIGN GROUP  
1600 LOCUST STREET  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E 2/4/49  
Flight Dates 10/27/15-11/02/15

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 KY  
\*\*\*\*\*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	30	2.1	2.1	\$350.00	11/02-11/02	1	1	\$350.00
2	M	8P-9P	minority report	30	3.4	3.4	\$350.00	11/02-11/02	1	1	\$350.00

## ---REPORT TOTALS---

Report Totals: 2 / \$700.00

## ---SALES MONTHLY TOTALS---

Nov2015: 2/ \$700.00  
Order Totals: 2 / \$700.00  
Total GRPs: 5.5

## --- COMPETITIVE ---

Market Totals \$78,651.69  
CABL .00% KBSI .89% KFXS 26.39% UNKN .00% WDKA .00%  
WPSD 58.14% WQWQ .00% WSLI 14.58%

## --- COMPETITIVE COMMENTS ---

SHARES ACCURATE

Books [null]

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Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

## 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