

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KWCH	Date: 10/25/19
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I, Jon Rolph

do hereby request station time concerning the following issue:

Wichita Mayor

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

This broadcast time will be used by: Run Lyndy Run/Write In Wells

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
 Yes No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Lyndy Wells, Wichita Mayor, Nov. 5, 2019

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Write In Wells, 1877 N. Rock Rd

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Jon Rolph, Chair
Jon Rolph, Treasurer

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Write in Wells, 1877 N Rock Rd

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Jon Rolph, Chair
Jon Rolph, Treasurer

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

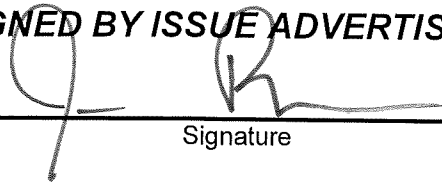
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/25/19

Date



Signature

316-683-2611


Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected



Signature

Wes Good

Printed Name

NSM

Title

INSERTION ORDER

Revision #: 1 Date: 10/25/2019

Client: Write In Wells
 Media: TV
 Product: Write-In Campaign
 Market: Wichita
 Primary Demo: A50+
 Separation between spots:

Estimate: WIVW1119
 Start Date: 10/28/2019
 End Date: 11/4/2019
 Survey: ComScore
 Buyer: Terry Johnson
 Vendor: KWCH-TV
 2815 E. 37th St. North
 Wichita, Ks. 67219
 Contact: Wes Good
 Email: wesley.good@gray.tv
 Phone: 316-831-6026

Send Billing To: Terry Johnson
 Johnson Media Services LLC
 14300 E. Brookline Ct.
 Wichita, KS 67230
 Phone: 316-708-0343

Line #	Daypart Program	Daypart Code	STN Gross	STN Net	Length	Days-MO	TU	WE	TH	FR	SA	SU	MO	RTG. A50+	GRP's	Total Spots	Total
1-REV	M-F 5-530p 5p News	EN	\$265.00	\$225.25	:30	1x	1x	1x	1x	1x	--	--	1x	12.1	72.6	6x	\$1,590.00
2-REV	M-F 6-630p 6p News	EN	\$340.00	\$289.00	:30	1x	1x	1x	1x	1x	--	--	1x	15.1	90.6	6x	\$2,040.00
3-REV	M-F 10-1035p LN	LN	\$450.00	\$382.50	:30	--	1x	--	--	1x	--	--	1x	14.8	44.4	3x	\$1,350.00
4-REV	M-F 430-5a AM 430a	EM	\$15.00	\$12.75	:30	1x	1x	1x	1x	1x	--	--	1x	1.6	9.6	6x	\$90.00
5-REV	M-F 5-6a AM 5a	EM	\$75.00	\$63.75	:30	1x	1x	1x	1x	1x	--	--	1x	3.2	19.2	6x	\$450.00
6-REV	M-F 6-7a AM 6a	EM	\$190.00	\$161.50	:30	1x	1x	1x	1x	1x	--	--	1x	5.8	34.8	6x	\$1,140.00
7-REV	Sat 8-930a Sat AM	WK	\$120.00	\$102.00	:30	--	--	--	--	--	2x	--	--	7.6	15.2	2x	\$240.00
Total Cost:			\$6,900.00	\$5,865.00													
Station Monthly Summary																	
Nov-19			\$6,900.00	\$5,865.00													
Total Cost:			\$6,900.00	\$5,865.00													

Total Spots: 35x
 Total GRPs: 286.4
 Total CPP: \$20.83

Signature: 

Disclaimer: Write In Wells has approved this schedule for placement. Schedule is Cash-In-Advance.

CONTRACT



KWCH
 2815 E. 37th Street North
 Wichita, KS 67219
 Sales T & C: www.gray.tv/advertising
 (316) 838-1212

KBSD KBSH KBSL
KWCH.COM

<u>Contract / Revision</u> 1384711 /		<u>Alt Order #</u>
<u>Advertiser</u> Write in Wells		<u>Original Date / Revision</u> 10/25/19 / 10/25/19
<u>Contract Dates</u> 10/28/19 - 11/04/19	<u>Estimate #</u>	
<u>Product</u> Write In Campaign		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWCH	<u>Account Executive</u> Wichita House	<u>Sales Office</u> Wichita Local
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 286.40
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 153830		<u>Advertiser Ref</u> 173601

And:

Johnson Media Services
 2250 N Rock Road, Suite 118-190
 Wichita, KS 67226

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 3	All	10/28/19	11/04/19	M-F 10p Metro	10p-1035p		:30			P-04		NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/28/19	11/03/19	-1--1--				2	\$450.00		14.80			
	Week:	11/04/19	11/10/19	1-----				1	\$450.00		14.80			
N 7	All	10/28/19	11/04/19	Eyewitness News @ 8757a-930a			:30			P-04		NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/28/19	11/03/19	-----2-				2	\$120.00		7.60			
	Week:	11/04/19	11/10/19	-----				0	\$80.00		7.60			
Totals											286.40		35	\$6,900.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	KWCH	10/28/19	11/04/19	M-F 5p Metro	5p-530p		:30			P-04		NM	6	\$1,590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/28/19	11/03/19	11111--				5	\$265.00		12.10			
	Week:	11/04/19	11/10/19	1-----				1	\$265.00		12.10			
N 2	KWCH	10/28/19	11/04/19	M-F 6p Metro	6p-630p		:30			P-04		NM	6	\$2,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/28/19	11/03/19	11111--				5	\$340.00		15.10			
	Week:	11/04/19	11/10/19	1-----				1	\$340.00		15.10			
N 4	KWCH	10/28/19	11/04/19	Eyewitness News @ 4428a-5a			:30			P-04		NM	6	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/28/19	11/03/19	11111--				5	\$15.00		1.60			
	Week:	11/04/19	11/10/19	1-----				1	\$15.00		1.60			
N 5	KWCH	10/28/19	11/04/19	Eyewitness News @ 55a-6a			:30			P-04		NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/28/19	11/03/19	11111--				5	\$75.00		3.20			
	Week:	11/04/19	11/10/19	1-----				1	\$75.00		3.20			
N 6	KWCH	10/28/19	11/04/19	M-F 6a Metro	6a-7a		:30			P-04		NM	6	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/28/19	11/03/19	11111--				5	\$190.00		5.80			
	Week:	11/04/19	11/10/19	1-----				1	\$190.00		5.80			
Totals											286.40		35	\$6,900.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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<u>Advertiser</u> Write in Wells	<u>Original Date / Revision</u> 10/25/19 / 10/25/19
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<u>Contract Dates</u> 10/28/19 - 11/04/19	<u>Product</u> Write In Campaign	<u>Estimate #</u>
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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/19 - 11/04/19	35	\$6,900.00	(\$1,035.00)	\$5,865.00
Totals	35	\$6,900.00	(\$1,035.00)	\$5,865.00

Signature: _____ **Date:** _____

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