

## INVOICE



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**Main: (314)421-5055**  
**Billing:**

[www.ksdk.com](http://www.ksdk.com)

Billing Address:

**Mentzer Media Services/ POL**  
**Attention: Accounts Payable**  
**210 W Pennsylvania Ave St 250**  
**Townson, MD 21214**

Send Payment To:

**KSDK**  
**KSDK**  
**PO BOX: 637378**  
**Cincinnati, OH 45263-7378**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1279661-1	07/31/16	July 2016	06/27/16 - 07/31/16

Property	Account Executive	Sales Office	Sales Region
KSDK	Kristen Waskie	Telerep Philadel	National

Advertiser	Product	Estimate Number
State Conservative Reform	ST CNSRV RFM ACT PAC	3429

Flight Dates	Order #	Alt Order #
07/27/16 - 08/02/16	1279661	08333000

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
1021	291	336

Agency Ref	Advertiser Ref
3924AG	106807

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	07/29/16	07/29/16	LN (M-F)	10-1035p	----F--	:30	1	\$2,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16   07/31/16   ----F--                1        \$2,000.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KSDK	F	07/29/16	10:29 PM	LN (M-F)	10-1035p	:30	4SPMSCRAT02H	\$2,000.00	NM
2	07/29/16	07/29/16	Late Night	1135p-1235x	----F--	:30	1	\$225.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16   07/31/16   ----F--                1        \$225.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KSDK	F	07/29/16	12:05 AM	Late Night	1135p-1235x	:30	4SPMSCRAT02H	\$225.00	NM
3	07/29/16	07/29/16	Jeopardy	430-5p	----F--	:30	1	\$750.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16   07/31/16   ----F--                1        \$750.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KSDK	F	07/29/16	4:55 PM	Jeopardy	430-5p	:30	4SPMSCRAT02H	\$750.00	NM
4	07/29/16	07/29/16	News Channel 5 at 5P	5-530P	----F--	:30	1	\$1,500.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16   07/31/16   ----F--                1        \$1,500.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KSDK	F	07/29/16	5:29 PM	News Channel 5 at 5P	5-530P	:30	4SPMSCRAT02H	\$1,500.00	NM
5	07/29/16	07/29/16	5-6a	5-6A	----F--	:30	1	\$350.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16   07/31/16   ----F--                1        \$350.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KSDK	F	07/29/16	5:54 AM	5-6a	5-6A	:30	4SPMSCRAT02H	\$350.00	NM

Standard Terms: Your purchase of advertising is subject to the TEGNA Media Standard Advertising Terms and Conditions (Standard Terms), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise With Us section under the About tab of Station website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this invoice relates, (ii) the date the campaign contemplated by this invoice first launches, or (iii) the date on which you pay any amounts specified on this invoice. Any claims by Advertiser for a credit related to Campaigns run under this Agreement (e.g., billing disputes, claims that Campaigns ran in the wrong time slot, etc.) must be submitted in writing to Station within ninety (90) days of the invoice date or the claim will be waived. If Advertiser disputes any amounts owed hereunder, Advertiser will pay all amounts not in dispute no later than the due date for the applicable invoice. We warrant that the actual broadcast information shown on this invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA Media and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

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1279661-1	07/31/16	July 2016	06/27/16 - 07/31/16
Advertiser	Product	Estimate Number	
State Conservative Reform	ST CNSRV RFM ACT PAC	3429	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	07/29/16	07/29/16	News Channel 5 at 6P	6-630P	----F--	:30	1	\$1,650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$1,650.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	6:26 PM	News Channel 5 at 6P	6-630P	:30	4SPMSCRAT02H	\$1,650.00 NM
7	07/29/16	07/29/16	Wheel of Fortune	630-7P	----F--	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$1,800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	6:47 PM	Wheel of Fortune	630-7P	:30	4SPMSCRAT02H	\$1,800.00 NM
8	07/29/16	07/29/16	Today Show	7-9a	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	7:57 AM	Today Show	7-9a	:30	4SPMSCRAT02H	\$800.00 NM
9	07/29/16	07/29/16	AM GOT TALENT	7-9P AM GOT TALE	----F--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 2 \$1,600.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KSDK	F	07/29/16	8:15 PM	AM GOT TALENT	7-9P AM GOT TALE	:30	4SPMSCRAT02H	\$1,600.00 NM
1	KSDK	F	07/29/16	8:38 PM	AM GOT TALENT	7-9P AM GOT TALE	:30	4SPMSCRAT02H	\$1,600.00 NM
10	07/29/16	07/29/16	Today Show 2	9-10a	----F--	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$350.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	9:27 AM	Today Show 2	9-10a	:30	4SPMSCRAT02H	\$350.00 NM
11	07/29/16	07/29/16	DATELINE	9-10P DATELINE	----F--	:30	1	\$2,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$2,250.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	9:11 PM	DATELINE	9-10P DATELINE	:30	4SPMSCRAT02H	\$2,250.00 NM
23	07/31/16	07/31/16	Local News @ 10p Su	Local News @ 10p	-----S	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$2,000.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Su	07/31/16	10:29 PM	Local News @ 10p Su	Local News @ 10p	:30	4SPMSCRAT02H	\$2,000.00 NM
24	07/31/16	07/31/16	DATELINE	6-7P DATELINE	-----S	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$2,000.00									
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
1	KSDK	Su	07/31/16	6:40 PM	DATELINE	6-7P DATELINE	:30	4SPMSCRAT02H	\$2,000.00	NM																																												
25	07/31/16	07/31/16	AM NINJA	8-10p AM NINJA	-----S	:30	2	\$2,700.00	NM																																													
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2	KSDK	Su	07/31/16	8:22 PM	AM NINJA	8-10p AM NINJA	:30	4SPMSCRAT02H	\$2,700.00	NM																																												
1	KSDK	Su	07/31/16	9:31 PM	AM NINJA	8-10p AM NINJA	:30	4SPMSCRAT02H	\$2,700.00	NM																																												
26	07/28/16	07/28/16	LN (M-F)	10-1035p	---T---	:30	1	\$2,000.00	NM																																													
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1	KSDK	Th	07/28/16	11:10 PM	LN (M-F)	10-1035p	:30	4SPMSCRAT02H	\$2,000.00	NM																																												
27	07/28/16	07/28/16	Late Night	1135p-1235x	---T---	:30	1	\$225.00	NM																																													
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1	KSDK	Th	07/28/16	5:27 PM	News Channel 5 at 5P	5-530P	:30	4SPMSCRAT02H	\$1,500.00	NM																																												
30	07/28/16	07/28/16	5-6a	5-6A	---T---	:30	1	\$350.00	NM																																													
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>07/25/16</td><td>07/31/16</td><td>---T---</td><td>1</td><td>\$350.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>KSDK</td><td>Th</td><td>07/28/16</td><td>5:45 AM</td><td>5-6a</td><td>5-6A</td><td>:30</td><td>4SPMSCRAT02H</td><td>\$350.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/25/16	07/31/16	---T---	1	\$350.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KSDK	Th	07/28/16	5:45 AM	5-6a	5-6A	:30	4SPMSCRAT02H	\$350.00	NM											
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# INVOICE



Send Payment To:

**KSDK**  
**KSDK**  
**PO BOX: 637378**  
**Cincinnati, OH 45263-7378**

[www.ksdk.com](http://www.ksdk.com)

Invoice #	Invoice Date	Invoice Month	Invoice Period
1279661-1	07/31/16	July 2016	06/27/16 - 07/31/16
Advertiser	Product	Estimate Number	
State Conservative Reform	ST CNSRV RFM ACT PAC	3429	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	07/28/16	07/28/16	RUNNING WILD	7-8P RUNNING WI	---T---	:30	1	\$2,025.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$2,025.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KSDK	Th	07/28/16	7:22 PM	RUNNING WILD	7-8P RUNNING WI	:30	4SPMSCRAT02H	\$2,025.00 NM
33	07/28/16	07/28/16	Today Show	7-9a	---T---	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 2 \$800.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KSDK	Th	07/28/16	7:59 AM	Today Show	7-9a	:30	4SPMSCRAT02H	\$800.00 NM
2	KSDK	Th	07/28/16	8:27 AM	Today Show	7-9a	:30	4SPMSCRAT02H	\$800.00 NM
34	07/28/16	07/28/16	HOLLYWOOD GAME NIC8-9P HOLLYWOOD		---T---	:30	1	\$2,025.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$2,025.00									
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1	KSDK	Th	07/28/16	8:20 PM	HOLLYWOOD GAME NIGHT	8-9P HOLLYWOOD	:30	4SPMSCRAT02H	\$2,025.00 NM
35	07/28/16	07/28/16	Today Show 2	9-10a	---T---	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$350.00									
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1	KSDK	Th	07/28/16	9:29 AM	Today Show 2	9-10a	:30	4SPMSCRAT02H	\$350.00 NM
36	07/27/16	07/27/16	LN (M-F)	10-1035p	--W----	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 --W---- 1 \$2,000.00									
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1	KSDK	W	07/27/16	11:16 PM	LN (M-F)	10-1035p	:30	4SPMSCRAT02H	\$2,000.00 NM
37	07/27/16	07/27/16	Late Night	1135p-1235x	--W----	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 --W---- 1 \$225.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KSDK	W	07/27/16	1:03 AM	Late Night	1135p-1235x	:30	4SPMSCRAT02H	\$225.00 NM
38	07/27/16	07/27/16	News Channel 5 at 5P	5-530P	--W----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 --W---- 1 \$1,500.00									
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1	KSDK	W	07/27/16	5:27 PM	News Channel 5 at 5P	5-530P	:30	4SPMSCRAT02H	\$1,500.00 NM
39	07/27/16	07/27/16	5-6a	5-6A	--W----	:30	1	\$350.00	NM
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Send Payment To:

**KSDK**  
**KSDK**  
**PO BOX: 637378**  
**Cincinnati, OH 45263-7378**

[www.ksdk.com](http://www.ksdk.com)

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40	07/27/16	07/27/16	News Channel 5 at 6P	6-630P	--W----	:30	1	\$1,650.00	NM																																																																																									
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1	KSDK	W	07/27/16	8:57 AM	Today Show	7-9a	:30	4SPMSCRAT02H	\$800.00	NM																																																																																								
44	07/27/16	07/27/16	NIGHT SHIFT	8-9P NIGHT SHIFT	--W----	:30	1	\$3,375.00	NM																																																																																									
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45	07/27/16	07/27/16	Today Show 2	9-10a	--W----	:30	1	\$350.00	NM																																																																																									
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Total Spots **38**

Standard Terms: Your purchase of advertising is subject to the TEGNA Media Standard Advertising Terms and Conditions (Standard Terms), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise With Us section under the About tab of Station website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this invoice relates, (ii) the date the campaign contemplated by this invoice first launches, or (iii) the date on which you pay any amounts specified on this invoice. Any claims by Advertiser for a credit related to Campaigns run under this Agreement (e.g., billing disputes, claims that Campaigns ran in the wrong time slot, etc.) must be submitted in writing to Station within ninety (90) days of the invoice date or the claim will be waived. If Advertiser disputes any amounts owed hereunder, Advertiser will pay all amounts not in dispute no later than the due date for the applicable invoice. We warrant that the actual broadcast information shown on this invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA Media and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

# INVOICE



Send Payment To:

**KSDK**  
**KSDK**  
**PO BOX: 637378**  
**Cincinnati, OH 45263-7378**

[www.ksdk.com](http://www.ksdk.com)

Invoice #	Invoice Date	Invoice Month	Invoice Period
1279661-1	07/31/16	July 2016	06/27/16 - 07/31/16
Advertiser	Product	Estimate Number	
State Conservative Reform	ST CNSRV RFM ACT PAC	3429	

**Include Invoice # on Check - Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$50,300.00</b>
<u>Agency Commission</u>	<b>\$7,545.00</b>
<u>Net Amount Due</u>	<b>\$42,755.00</b>

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