



# Buy Detail Report

#1562751

Client: Grassley Committee

Estimate: 25847

Vendor: KYOU-TV

Media: TV

Description: Grassley Committee Nov 7

Product: gras16

Flight Start Date: 11/7/2016 03:00 AM

Market: Ottumwa

Flight End Date: 11/13/2016 02:59 AM

Primary Demo: Adults 35+

Survey: Nov15 DMA Nielsen Live+1

Separation between spots: 30

Buyer: Carrie Thomson

ENTERED

Affiliation: FOX

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 11/7	Total Spots	Adults 35+ Rtg/CPP	Adults 50+ Rtg/CPP	Adi 35- Rtg/
KYOU-TV									
MTuWThF 4:00p- 4:30p JUDGE JUDY<	EF	\$40.00	\$34.00	30	2	2	2.0 \$20.00 \$17.00	2.3 \$17.39 \$14.78	
MTuWThF 4:30p- 5:00p JUDGE JUDY B<	EF	\$40.00	\$34.00	30	2	2	1.9 \$21.05 \$17.89	2.4 \$16.67 \$14.17	
MTuWThF 5:00p- 5:30p MODERN FAMILY	EN	\$30.00	\$25.50	30	1	1	0.1 \$300.00 \$255.00	0.2 \$150.00 \$127.50	\$
MTuWThF 5:30p- 6:00p MILLIONAIRE	EN	\$40.00	\$34.00	30	1	1	0.2 \$200.00 \$170.00	0.3 \$133.33 \$113.33	\$
MTuWThF 6:00p- 6:30p BIG BNG THEORY	EN	\$43.00	\$36.55	30	1	1	3.0 \$14.33 \$12.18	1.7 \$25.29 \$21.50	
MTuWThF 6:30p- 7:00p BG BNG THRY B<	PA	\$55.00	\$46.75	30	1	1	3.0 \$18.33 \$15.58	2.0 \$27.50 \$23.38	
MTuWThF 9:00p- 9:30p 9pm News	PT	\$150.00	\$127.50	30	1	1	0.7 \$214.29 \$182.14	0.9 \$166.67 \$141.67	\$
MTuWThF 10:00p-10:35p TMZ<	LN	\$35.00	\$29.75	30	1	1	0.7 \$50.00	0.5 \$70.00	\$



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Separation between spots: 30

Buyer: Carrie Thomson

Affiliation: FOX

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 11/7	Total Spots	Adults 35+ Rtg/CPP	Adults 50+ Rtg/CPP	Adi 35- Rtg/
KYOU-TV									
							\$42.50	\$59.50	
						10			
							15.5	15.0	
							\$33.10	\$34.20	
							\$28.13	\$29.07	

Signature: \_\_\_\_\_  
Please sign and email back for approval ve

**Disclaimer:**  
THE AGENCY SHALL BE SOLELY LIABLE FOR PAYMENT OF ALL MEDIA INVOICES IF THE AGENCY HAS BEEN PAID FOR THOSE INVOICES BY THE ADV  
AGENCY, THE ADVERTISER SHALL BE SOLELY LIABLE.

BUYER CONTACT INFO: Carrie Thomson, Media Director Direct Phone: 515-453-2023 E-Mail: cthomson@strategicamerica.com

## 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> <div style="text-align: center; font-family: cursive;">KYOU - TV</div>	<b>Date:</b> <div style="text-align: center;">7/28/16</div>
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I, SAM Marketing

being/on behalf of: Charles Grassley

a legally qualified candidate of the Republican

political party for the office of: United States Senate

in the General Election

election to be held on: Tuesday, November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		Grassley Committee Est# 25847		NOV 7	

**Attach proposed schedule with charges (if available):** \$ 436.05      Net

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

Grassley Committee Inc

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:

David Watson

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**

7/28/16 Carie Thomson  
Date Signature

***To Be Signed By Station Representative***

<input checked="checked" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
 _____ Signature	Michael Flood _____ Printed Name	GM _____ Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Charles Grassley  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Carrie Thomson

signature of candidate or authorized committee

Carrie Thomson

printed name

7/28/16

date

## ORDER



**Orders**  
**Order / Rev:** 1562751  
**Alt Order #:**  
**Product Desc:** Grassley Committee Nov 7  
**Estimate:** 25847  
**Flight Dates:** 11/07/16 - 11/13/16  
**Original Date / Rev:** 07/28/16 / 07/28/16  
**Order Type:** Political

KYOU

**Primary AE:** Michael Elrod  
**Sales Office:** L-OTT  
**Sales Region:** Local

**Agency**  
**Name:** Strategic America  
**Buying Contact:** Carrie Thompson  
**Billing Contact:**  
 6600 Westown Parkway #100  
 West Des Moines, IA 50266

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Grassley Committee  
**Demographic:** A35+  
**Product Codes:** PL820  
**Priority:** P 3  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:** 09/01/17  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	10	\$513.00	\$436.05

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	10	\$513.00	\$436.05	15.50
<b>Totals</b>	<b>10</b>	<b>\$513.00</b>	<b>\$436.05</b>	<b>15.50</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Michael Elrod			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KYOU	11/07/16	11/13/16	SYN EF M-F 4-430p Judge Judy	Comm	SYN EF M-F 4-43(MT-----		:30	2	\$40.00	P 3	2.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----		2				\$40.00		2.00			
N 2	KYOU	11/07/16	11/13/16	SYN EF M-F 430-5p Judge Judy	Comm	SYN EF M-F 430-5(MT-----		:30	2	\$40.00	P 3	1.90	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----		2				\$40.00		1.90			
N 3	KYOU	11/07/16	11/13/16	SYN EF M-F 5-530p Modern Family	Comm	SYN EF M-F 5-53(MT-----		:30	1	\$30.00	P 3	0.10	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----		1				\$30.00		0.10			
N 4	KYOU	11/07/16	11/13/16	SYN EF M-F 530-6P Millionaire	Comm	SYN EF M-F 530-6(MT-----		:30	1	\$40.00	P 3	0.20	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----		1				\$40.00		0.20			
N 5	KYOU	11/07/16	11/13/16	SYN EF M-F 6-630P Big Bang Theory	Comm	M-F 6p-630p MT-----		:30	1	\$43.00	P 4	3.00	NM	1	\$43.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----		1				\$43.00		3.00			
N 6	KYOU	11/07/16	11/13/16	SYN EF M-F 630-7p Big Bang Theory	Comm	M-F 630p-7p MT-----		:30	1	\$55.00	P 3	3.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----		1				\$55.00		3.00			

Order / Rev: 1562751  
Alt Order #:  
Flight Dates: 11/07/16 - 11/13/16

Advertiser: POL/Grassley Committee  
Product Desc: Grassley Committee Nov 7  
Estimate: 25847  
KYOU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KYOU	11/07/16	11/13/16	LOC Late News M-F Late News	Comm	M-F 9p-930p	M-----	:30	1	\$150.00	P 3	0.70	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/07/16		11/07/16	11/13/16	M-----	1		\$150.00		0.70						
N 8	KYOU	11/07/16	11/13/16	SYN LF M-F 1030-11p TMZ	Comm	SYN LF M-F 1030-M-----	M-----	:30	1	\$35.00	P 3	0.70	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/07/16		11/07/16	11/13/16	M-----	1		\$35.00		0.70						
													Totals	10	\$513.00



# CONTRACT



**KYOU**  
**820 West Second St.**  
**Ottumwa, IA 52501**  
**(641) 684-5415**

And:

**Strategic America**  
**Attention: Carrie Thompson**  
**6600 Westown Parkway #100**  
**West Des Moines, IA 50266**

<u>Contract / Revision</u> 1562751 /		<u>Alt Order #</u>
<u>Product</u> Grassley Committee Nov 7		
<u>Contract Dates</u> 11/07/16 - 11/13/16		<u>Estimate #</u> 25847
<u>Advertiser</u> POL/Grassley Committee		<u>Original Date / Revision</u> 07/28/16 / 07/28/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KYOU	<u>Account Executive</u> Michael Elrod	<u>Sales Office</u> KYOU
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 15.50
<u>Agy Code</u> 1074	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KYOU	11/07/16	11/13/16	Judge Judy	SYN EF M-F 4-430		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				2	\$40.00	2.00			
N 2	KYOU	11/07/16	11/13/16	Judge Judy	SYN EF M-F 430-5		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				2	\$40.00	1.90			
N 3	KYOU	11/07/16	11/13/16	Modern Family	SYN EF M-F 5-530		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$30.00	0.10			
N 4	KYOU	11/07/16	11/13/16	Millionaire	SYN EF M-F 530-6		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$40.00	0.20			
N 5	KYOU	11/07/16	11/13/16	Big Bang Theory	M-F 6p-630p		:30				NM	1	\$43.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$43.00	3.00			
N 6	KYOU	11/07/16	11/13/16	Big Bang Theory	M-F 630p-7p		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$55.00	3.00			
N 7	KYOU	11/07/16	11/13/16	Late News	M-F 9p-930p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----				1	\$150.00	0.70			
N 8	KYOU	11/07/16	11/13/16	TMZ	SYN LF M-F 1030-		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----				1	\$35.00	0.70			
<b>Totals</b>								<b>15.50</b>				<b>10</b>	<b>\$513.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/08/16	10	\$513.00	(\$76.95)	\$436.05
<b>Totals</b>	<b>10</b>	<b>\$513.00</b>	<b>(\$76.95)</b>	<b>\$436.05</b>

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.





**KYOU**  
**820 West Second St.**  
**Ottumwa, IA 52501**  
**(641) 684-5415**

<u>Contract / Revision</u>	<u>Alt Order #</u>
1562751 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/07/16 - 11/13/16	Grassley Committee Nov	25847

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Grassley Committee	07/28/16 / 07/28/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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