



KBSL-TV
806 Enterprise St
Cape Girardeau, MO 63701

Strategic Media Services
1911 N F Myer Dr
Ste 400
Arlington, VA 22209

Contract # 2671879

Schedule Dates 11/01/16-11/07/16

Advertiser Friends of Dave Severin-R (111658)

Agency Strategic Media Services (8287)

Product POLITICAL CANDIDATE (ns) (1186)

Brand SEVERIN-HRO (854253)

Salesperson Millennium/NY, New York (1090)

Sales Office Millennium New York

Buyer Name Ben, Rheault,

Phone/Fax /

CPE 144/157/2359

Account Types National/Political Candidate Agency BRD

Billing Type Weekly/Irregular

Comments

Date Entered 10/26/16

Last Modified 10/26/16

Entered By Brenda Allen

CO-OP No

Headline # ECR25341811

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$471.00

Net Total \$2,669.00

Sales Tax

Paducah (KBSL)

By Broadcast Month

Nov. 2016

Grand Total:

Spots

26

26

Rate

\$3,140.00

\$3,140.00

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 / News	11/02/16-11/02/16	1	:30	9p- News-News	1			1					1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
2.0	Normal Line / News	11/03/16-11/03/16	1	:30	9p- News-News	1				1				1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
3.0	Normal Line / News	11/04/16-11/04/16	1	:30	9p- News-News	1					1			1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
4.0	Normal Line / News	11/06/16-11/06/16	1	:30	9p- News-News	2							2	2	\$150.00	\$300.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
5.0	Normal Line / News	11/07/16-11/07/16	1	:30	9p- News-News	1							1	1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
6.0	Normal Line / News	11/01/16-11/01/16	1	:30	9:30p- News-News	1							1	1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
7.0	Normal Line / News	11/02/16-11/02/16	1	:30	9:30p- News-News	1				1				1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
8.0	Normal Line / News	11/03/16-11/03/16	1	:30	9:30p- News-News	1					1			1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
9.0	Normal Line / News	11/04/16-11/04/16	1	:30	9:30p- News-News	1						1		1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
10.0	Normal Line / News	11/07/16-11/07/16	1	:30	9:30p- News-News	1							1	1	\$150.00	\$150.00	Paducah (KBSL)	News @ 9 on FOX 23	10/26/16
11.0	Normal Line / News	11/05/16-11/05/16	1	:30	9p- News-News	2							2	2	\$150.00	\$300.00	Paducah (KBSL)	News AT 9	10/26/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Accepted-Station: _____

Date: _____

Comments: _____

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



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806 Enterprise St
Cape Girardeau, MO 63701

Strategic Media Services
1911 N Ft Myer Dr
Ste 400
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Schedule Dates 11/01/16-11/07/16
Advertiser Friends of Dave Severin-R (111658)
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Brand SEVERIN-HRO (854253)
Salesperson Millennium/NY, New York (1090)
Sales Office Millennium New York
Buyer Name Ben, Rheault,
Phone/Fax /
CPE 144/157/2359
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Candidate
NEW SEVERIN...
IF LATE NEWS RUNS LATE DUE TO WORLD SERIES...PLS MOVE WITH PROGRAM. T
HANKS!

Date Entered 10/26/16
Last Modified 10/26/16
Entered By Brenda Allen
CO-OP No
Headline # ECR25341811
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$471.00
Net Total \$2,669.00
Sales Tax

Paducah (KBSI)		
By Broadcast Month	Spots	Rate
Nov. 2016	26	\$3,140.00
Grand Total:	26	\$3,140.00

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
12.0	Normal Line / SPOT	11/01/16-11/01/16	1	:30	5:58P- Big Bang Theory	1		1						1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	10/26/16
13.0	Normal Line / SPOT	11/02/16-11/02/16	1	:30	5:58P- Big Bang Theory	1			1					1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	10/26/16
14.0	Normal Line / SPOT	11/03/16-11/03/16	1	:30	5:58P- Big Bang Theory	1				1				1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	10/26/16
15.0	Normal Line / SPOT	11/04/16-11/04/16	1	:30	5:58P- Big Bang Theory	1					1			1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	10/26/16
16.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	5:58P- Big Bang Theory	1						1		1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	10/26/16
17.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	6:28P- Big Bang Theory 2	1						2		2	\$100.00	\$200.00	Paducah (KBSI)	Big Bang Theory	10/26/16
18.0	Normal Line / Football	11/05/16-11/05/16	1	:30	2:30P- Sports-FOX College Football	1							2	2	\$200.00	\$200.00	Paducah (KBSI)	COLLEGE FOOTBALL	10/26/16
19.0	Normal Line / Pre-Game	11/06/16-11/06/16	1	:30	10:58A- Sports-FOX NFL Sunday	1							1	1	\$5.00	\$5.00	Paducah (KBSI)	FOX NFL SU	10/26/16
20.0	Normal Line / SPOT	11/04/16-11/04/16	1	:30	11P- 2 Broke Girls 2	1						1		1	\$5.00	\$5.00	Paducah (KBSI)	2 BROKE GIRLS	10/26/16
21.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	11P- 2 Broke Girls 2	1							1	1	\$5.00	\$5.00	Paducah (KBSI)	2 BROKE GIRLS	10/26/16
22.0	Normal Line / SPOT	11/06/16-11/06/16	1	:30	6:00A- [P]Big Bang Theory (Sunday)(Su), [P]Big Bang Theory 2 (Sunday)(Su)	1							2	2	\$40.00	\$80.00	Paducah (KBSI)	BIG BANG	10/26/16

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____
Accepted Station: _____ Date: _____
Comments:

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

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25341811 Changes as of: 10/26/2016 at 4:59 PM Version: Highlighting Revision 1
 CPE: 144/157/2359 Flight: 11/1/16 - 11/8/16
 Agency: STRATEGIC MEDIA Advertiser: Severin-HRO
 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009
 Product: Candidate
 Agency Order #: 5509457 Buyer: Rheault, Ben
 Salesperson: JONATHAN VITTI 212-373-8256
 Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE
 Assistant: KENNETH MIELE 212-373-8113

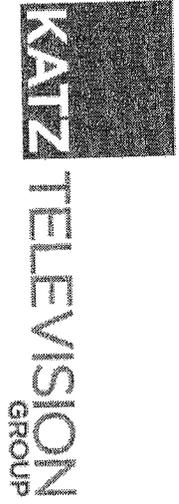
201187A

Comments: NEW SEVERIN...

IF LATE NEWS RUNS LATE DUE TO WORLD SERIES... PLS MOVE WITH PROGRAM. THANKS!

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1 - 11/8							Total Spots	Total \$	CPP	GRP
							11/1	11/2	11/3	11/4	11/5	11/6	11/7				
REV 1	M-Su 9p-10p		News @ 9 on FOX 23	\$150.00	0	30	1	0	1	1	0	0	2	\$900.00	\$0.00	0.0	
Changes: Day/Time from Tu-F M 9p-9:30p to M-Su 9p-10p																	
2	Tu-F M 9:30p-10p		News @ 9 on FOX 23	\$150.00	0	30	1	1	1	0	0	1	5	\$750.00	\$0.00	0.0	
REV 3	Sa 10p-11p		News At 9	\$150.00	0	30	0	0	0	0	2	1	2	\$300.00	\$0.00	0.0	
Changes: Day/Time from Su 9p-10p to Sa 10p-11p, Rate from 100 to 150																	
REV 4	Su 8a-9a		Fox News Sunday	\$40.00	0	30	0	0	0	0	1	0	1	\$0.00	\$0.00	0.0	
5	Tu-F M 6p-6:30p		Big Bang Theory	\$100.00	0	30	1	1	1	0	0	1	5	\$500.00	\$0.00	0.0	
REV 6	Tu-F M 6:30p-7p		Big Bang Theory	\$200.00	0	30	1	1	1	0	0	1	4	\$200.00	\$0.00	0.0	
REV 7	Sa 6:30p-10p		COLLEGE FOOTBALL	\$100.00	0.0	30	0	0	0	0	2	0	2	\$200.00	\$0.00	0.0	
REV 8	Su 11a-12n		FOX NFL SU	\$200.00	0.0	30	0	0	0	0	0	1	1	\$200.00	\$0.00	0.0	
REV 9	M-F 11p-11:30p		2 BROKE GIRLS	\$5.00	0.0	30	0	0	0	0	1	0	1	\$10.00	\$0.00	0.0	
REV 10	Su 10p-11p		BIG BANG	\$40.00	0.0	30	0	0	0	0	0	2	2	\$80.00	\$0.00	0.0	
TOTALS: 2 3 3 4 4 5 5 0													26	\$3,140.00	\$0.00	0.0	

230.00



125 West 55th St
New York, NY 10019

Contract # 26341831 Changes as of: 10/26/2016 at 1:53 PM Version: Highlighting Revision 1
 CPE: 144/157/2359 Flight: 11/11/16 - 11/8/16 Station: KBSI
 Agency: STRATEGIC MEDIA Advertiser: Severin-HRO Market: Paducah
 SERVICES 1911 NORTH FT MYER Product: Candidate
 DRIVE SUITE 400 Agency Order #: 5509457 Buyer: Rheault, Ben Primary Demo: Adults 35+
 ARLINGTON, VA Salesperson: JONATHAN VITTI Assistant: KENNETH MIELE
 20009 212-373-8256 Con Type: POLITICAL/NOTE
 Total \$: \$3,140.00
 Total Spots: 26
 Total CPP: \$0.00
 Total GRP:
 Separation:

Special Instructions

Date/Time	Added by	Comment
10/26/16 1:53 PM	JONATHAN VITTI	NEW SEVERIN...
10/26/16 1:53 PM	JONATHAN VITTI	IF LATE NEWS RUNS LATE DUE TO WORLD SERIES... PLS MOVE WITH PROGRAM. THANKSI
10/26/16 1:53 PM	JONATHAN VITTI	IF LATE NEWS RUNS LATE DUE TO WORLD SERIES... PLS MOVE WITH PROGRAM. THANKSI

Competitive Information	
Market Budget:	\$44,857
KBSI Share:	7%
Comment:	
KFVS:	30%
WPSD:	24%
WSIL:	39%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	26	\$3,140.00	N/A	0.0
Total	100%	26	\$3,140.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Nov	26	\$3,140.00
Total	26	\$3,140.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot#	Spot	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/26/16 2:10 PM					\$0	\$0	Changes: Total Spots from 22 to 26. Demo Meta to [R16]. User Entered \$ from \$0.00 to \$3,140.00. Comments from to NEW SEVERIN...
Revision	10/26/16 1:53 PM	JONATHAN VITTI	Revised	4		\$0	\$3,140.00	IF LATE NEWS RUNS LATE DUE TO WORLD SERIES... PLS MOVE WITH PROGRAM. THANKSI. 8 buylines added or modified.
New	10/26/16 1:43 PM	JONATHAN VITTI	New	22		\$3,140.00	\$3,140.00	

Non-Discrimination Policy
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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 MEDIA GROUP (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.

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

Station and Location: <u>KBST-TV</u>	Date: <u>7/29/16</u>
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I, Ben Rheault,

being/on behalf of: David Severin,

a legally qualified candidate of the Republican

political party for the office of: IL HD 177

in the General

election to be held on: Nov. 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

Attach proposed schedule with charges (if available):

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

Friends of David Severin and HRO

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:

Barry Vaughn

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

7/29/16

Date

Benjamin Rheault
Digitally signed by Benjamin Rheault
DN: cn=Benjamin Rheault, o=, ou=, email=brheault@strategicmediaadvertising.com, c=US
Date: 2016.07.29 11:31:57 -0400

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.