



KBSI-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

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

# Contract # 2650927

## Schedule Dates

10/04/16-10/10/16

## Advertiser

Friends of Dave Severin-R (111658)

## Agency

Strategic Media Services (8287)

## Product

POLITICAL CANDIDATE (ns) (1186)

## Brand

SEVERIN-HIRO (854253)

## Salesperson

Millennium/NY, New York (1090)

## Sales Office

Millennium New York

## Buyer Name

Ben Rheault,

## Phone/Fax

/

## CPE

144/157/1895

## Account Types

National/Political Candidate Agency BRD

## Billing Type

Weekly/Irregular

## Comments

Candidate

## Date Entered

09/30/16

## Last Modified

09/30/16

## Entered By

Brenda Allen

## CO-OP

No

## Headline #

EGR25322759

## Demo

Normal

## Order Type

Normal

## Package Deal

Commission %

## Commission %

15.00

## Commission

\$444.75

## Net Total

\$2,520.25

## Sales Tax

## Paducah (KBSI)

### By Broadcast Month

Oct. 2016

Grand Total:

Spots

21

Rate

\$2,965.00

\$2,965.00

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	10/04/16-10/04/16	1	:30	9:30P- News-News	1		1						1	\$175.00	\$175.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
2.0	Normal Line / News	10/05/16-10/05/16	1	:30	9P- News-News	1			1					1	\$175.00	\$175.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
3.0	Normal Line / News	10/06/16-10/06/16	1	:30	9P- News-News	1				1				1	\$175.00	\$175.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
4.0	Normal Line / News	10/07/16-10/07/16	1	:30	9P- News-News	1					1			1	\$175.00	\$175.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
5.0	Normal Line / News	10/10/16-10/10/16	1	:30	9P- News-News	1							1	1	\$175.00	\$175.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
6.0	Normal Line / News	10/04/16-10/04/16	1	:30	9:30P- News-News	1		1						1	\$125.00	\$125.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
7.0	Normal Line / News	10/06/16-10/06/16	1	:30	9:30P- News-News	1				1				1	\$125.00	\$125.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
8.0	Normal Line / News	10/10/16-10/10/16	1	:30	9:30P- News-News	1							1	1	\$125.00	\$125.00	Paducah (KBSI)	News @ 9 on FOX 23	9/30/16
9.0	Normal Line / News	10/08/16-10/08/16	1	:30	10P- News-News	1						1		1	\$80.00	\$80.00	Paducah (KBSI)	News @ 9	9/30/16
10.0	Normal Line / News	10/09/16-10/09/16	1	:30	9:30P- News-News	1							1	1	\$100.00	\$100.00	Paducah (KBSI)	News @ 9	9/30/16
11.0	Normal Line / SPOT	10/09/16-10/09/16	1	:30	4:30P- Big Bang Theory (Sunday)	1							1	1	\$35.00	\$35.00	Paducah (KBSI)	Big Bang Theory	9/30/16
12.0	Normal Line / SPOT	10/04/16-10/04/16	1	:30	5:58P- Big Bang Theory	1			1					1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/30/16
13.0	Normal Line / SPOT	10/05/16-10/05/16	1	:30	5:58P- Big Bang Theory	1				1				1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/30/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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



KBSI-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

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

# Contract # 2650927

**Schedule Dates** 10/04/16-10/10/16  
**Advertiser** Friends of Dave Severin-R (1116558)  
**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** 144/157/1895  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Candidate

**Date Entered** 09/30/16  
**Last Modified** 09/30/16  
**Entered By** Brenda Allen  
**CO-OP** No  
**Headline #** ECR25322759  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$444.75  
**Net Total** \$2,520.25  
**Sales Tax**

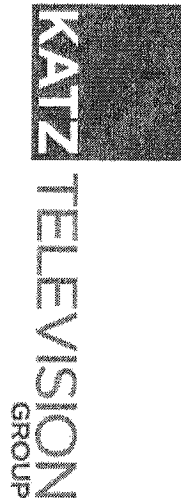
Paducah (KBSI)		
By Broadcast Month	Spots	Rate
Oct. 2016	21	\$2,965.00
<b>Grand Total:</b>	<b>21</b>	<b>\$2,965.00</b>

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
14.0	Normal Line / SPOT	10/06/16-10/06/16	1	:30	5:58P- Big Bang Theory					1				1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/30/16
15.0	Normal Line / SPOT	10/07/16-10/07/16	1	:30	5:58P- Big Bang Theory						1			1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/30/16
16.0	Normal Line / SPOT	10/10/16-10/10/16	1	:30	5:58P- Big Bang Theory		1							1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	9/30/16
17.0	Normal Line / SPOT	10/04/16-10/04/16	1	:30	6:28P- Big Bang Theory 2			1						1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	9/30/16
18.0	Normal Line / SPOT	10/05/16-10/05/16	1	:30	6:28P- Big Bang Theory 2				1					1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	9/30/16
19.0	Normal Line / SPOT	10/06/16-10/06/16	1	:30	6:28P- Big Bang Theory 2					1				1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	9/30/16
20.0	Normal Line / SPOT	10/07/16-10/07/16	1	:30	6:28P- Big Bang Theory 2						1			1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	9/30/16
21.0	Normal Line / SPOT	10/10/16-10/10/16	1	:30	6:28P- Big Bang Theory 2		1							1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	9/30/16

## CONFIRMATION CONTRACT

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

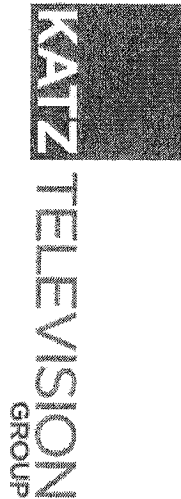


125 West 55th St  
New York, NY 10019

2650927

Contract # 25322759	Changes as of: 9/30/2016 at 2:38 PM	Version: Current State Version 1
CPE: 144/157/1895	Flight: 10/4/16 - 10/10/16	Total \$: \$2,965.00
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Severin-HRO	Total Spots: 21
1911 NORTH FT MYER DRIVE	Product: Candidate	Total CPP: \$0.00
SUITE 400	Buyer: Rheault, Ben	Total GRP:
ARLINGTON, VA 20009	Salesperson: JONATHAN VITTI 212-373-8256	Separation:
	Assistant: KENNETH MIELE 212-373-8113	
	Primary Demo: Con Type: POLITICAL/NOTE	

#	Day/Time	DP	Program	Rate	Len	10/4 - 10/10										Total Spots	Total \$	CPP	GRP
						10/4	10/5	10/6	10/7	10/8	10/9	10/10							
	Tu-F,M 1 9p-9:30p		News @ 9 on FOX 23	\$175.00	30	1	1	1	1	0	0	1		5	\$875.00	\$0.00	0.0		
	Tu-F,M 2 9:30p-10p		News @ 9 on FOX 23	\$125.00	30	1	0	1	0	0	0	1		3	\$375.00	\$0.00	0.0		
	Sa 3 9p-10p		News At 9	\$80.00	30	0	0	0	0	1	0	0		1	\$80.00	\$0.00	0.0		
	Su 4 9p-10p		News At 9	\$100.00	30	0	0	0	0	0	1	0		1	\$100.00	\$0.00	0.0		
	Su 5 4p-5p		Big Bang Theory	\$35.00	30	0	0	0	0	0	1	0		1	\$35.00	\$0.00	0.0		
	Tu-F,M 6 6p-6:30p		Big Bang Theory	\$100.00	30	1	1	1	1	0	0	1		5	\$500.00	\$0.00	0.0		
	Tu-F,M 7 6:30p-7p		Big Bang Theory	\$200.00	30	1	1	1	1	0	0	1		5	\$1,000.00	\$0.00	0.0		
TOTALS:						4	3	4	3	1	2	4		21	\$2,965.00	\$0.00	0.0		



125 West 55th St  
New York, NY 10019

Contract # 25322759

Changes as of: 9/30/2016 at 2:38 PM

Version: Current State Version 1

CPE: 144/157/1895

Flight: 10/4/16 - 10/10/16

Station: KBSI

Total \$: \$2,965.00

Agency: STRATEGIC MEDIA SERVICES

Advertiser: Severin-HRO

Market: Paducah

Total Spots: 21

1911 NORTH FT MYER DRIVE

Product: Candidate

Office: NEW YORK

Total CPP: \$0.00

SUITE 400

Agency Order #: 5443208

Primary Demo:

Total GRP:

ARLINGTON, VA 20009

Buyer: Rheault, Ben

Con Type: POLITICAL/VOTE

Separation:

Salesperson: JONATHAN VITTI  
212-373-8256

Assistant: KENNETH MIELE  
212-373-8113

Special Instructions

#### Competitive Information

Market Budget: \$19,857

KBSI Share: 7%

Comment:

KFVS: 30%

WPSS: 24%

WSIL: 39%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	21	\$2,965.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>21</b>	<b>\$2,965.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	21	\$2,965.00
<b>Total</b>	<b>21</b>	<b>\$2,965.00</b>

#### Transaction History

Trans	Created/Received	Created by	Status	Spot	Spot	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/30/16 2:43 PM					\$0	\$0	
New	9/30/16 2:38 PM	JONATHAN VITTI	New	21		\$2,965.00	\$2,965.00	

#### 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**

<b>Station and Location:</b> <u>KB5I-TV</u>	<b>Date:</b> <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=CN, email=brheault@avalonradio.com, c=US  
Date: 2016.07.29 11:51:57 -2400

**Signature**

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

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**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, 

(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.

  
**signature of candidate or authorized committee**

  
**printed name**

  
**date**

## 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.**