



KBSI-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

**Contract # 3338203**

Schedule Dates: 05/15/18-05/18/18  
Advertiser: McCaskill for Senate-D (22920)  
Agency: Screen Strategies Media-Fairfax (15683)  
Product: POLITICAL CANDIDATE (ns) (1186)  
Brand: EST 3488 (4464)  
Salesperson: HOUSE-PADUCAH, KBSI/WDKA (1188)  
Sales Office: KBSI/WDKA  
Buyer Name: /  
Phone/Fax: /  
CPE: 3488  
Account Types: Local/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments: Thank You!

Date Entered: 05/11/18  
Last Modified: 05/11/18  
Entered By: Brenda Allen  
CO-OP: No  
Headline #: H  
Demo: H  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$88.50  
Net Total: \$501.50  
Sales Tax:

| By Broadcast Month  | Spots    | Rate            |
|---------------------|----------|-----------------|
| May 2018            | 3        | \$590.00        |
| <b>Grand Total:</b> | <b>3</b> | <b>\$590.00</b> |

Paducah (KBSI)  
\$590.00  
3  
\$590.00

| 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 / SPOT             | 05/15/18-05/15/18 | 1   | 1:00   | 5:58P- Big Bang Theory   | 1   |    | 1  |    |    |    |    |    | 1     | \$160.00 | \$160.00 | Paducah (KBSI) |          | 5/11/18 |
| 2.0  | Normal Line / SPOT             | 05/18/18-05/18/18 | 1   | 1:00   | 6:28P- Big Bang Theory 2 | 1   |    |    |    | 1  |    |    |    | 1     | \$200.00 | \$200.00 | Paducah (KBSI) |          | 5/11/18 |
| 3.0  | Normal Line / News             | 05/16/18-05/16/18 | 1   | 1:00   | 9P- News-News            | 1   |    |    |    |    |    |    | 1  | 1     | \$230.00 | \$230.00 | Paducah (KBSI) |          | 5/11/18 |

**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.

# McCaskill for Senate

X-3338203



|                     |                                   |              |                               |
|---------------------|-----------------------------------|--------------|-------------------------------|
| <b>Station</b>      | KBSI-TV                           | <b>Buyer</b> | Caroline Bahng                |
| <b>Market</b>       | Paducah                           | <b>Email</b> | caroline@screenstrategies.com |
| <b>Flight Dates</b> | 5/15/2018 - 5/21/2018 (Est. 3488) | <b>Phone</b> | 703-272-7300                  |

| Program Name                         | DP | Days Length | Rate                        | Tue 5/15 | Wed 5/16 | Thu 5/17 | Fri 5/18 | Sat 5/19 | Sun 5/20 | Mon 5/21 | Total    |
|--------------------------------------|----|-------------|-----------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Big Bang Theory<br>6:00 PM - 6:30 PM | PA | M-F<br>60   | \$160.00<br><b>\$160.00</b> | 1        |          |          |          |          |          |          | 1        |
| Big Bang Theory<br>6:30 PM - 7:00 PM | PA | M-F<br>60   | \$200.00<br><b>\$200.00</b> |          |          |          | 1        |          |          |          | 1        |
| KBSI 9p News<br>9:00 PM - 10:00 PM   | LN | M-F<br>60   | \$230.00<br><b>\$230.00</b> |          | 1        |          |          |          |          |          | 1        |
| <b>Station Totals</b>                |    |             | <b>\$590.00</b>             | <b>1</b> | <b>1</b> | <b>0</b> | <b>1</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>3</b> |



# Buy Detail Report

Revision #:      Date: 5/11/2018

**Client:** McCaskill for Senate      **Estimate:** 3488      **Vendor:** KBSI-TV      **Send Billing To:** Screen Strategies Media  
**Media:** TV      **Description:** McCaskill for Senate 5/15-21/2018 TV :60s      11150 Fairfax Blvd  
**Product:** Primary      **Flight Start Date:** 5/15/2018      05:00 AM      Suite 505  
**Market:** Paducah      **Flight End Date:** 5/21/2018      12:00 AM      Fairfax, VA 22030  
**Separation between spots:** 15      **Survey:** Nov17 DMA Nielsen Live+SD      **Phone:** 703-272-7300  
**Buyer:** Caroline Bahng

**Affiliation:** FOX

| Line No        | Daypart Program                        | Daypart Code | STN Gross | Days Dur | Tue 5/15 | Wed 5/16 | Thu 5/17 | Fri 5/18 | Mon 5/21 | Total Spots           |
|----------------|--|--------------|-----------|----------|----------|----------|----------|----------|----------|-----------------------|
| <b>KBSI-TV</b> |  |              |           |          |          |          |          |          |          |                       |
| 1              | MTUWTHF 6:00p-6:30p<br>Big Bang Theory | PA           | \$160.00  | 60 1     |          |          |          |          |          | 1                     |
| 2              | MTUWTHF 6:30p-7:00p<br>Big Bang Theory | PA           | \$200.00  | 60 1     |          |          |          |          |          | 1                     |
| 3              | MTUWTHF 9:00p-10:00p<br>KBSI 9p News   | LN           | \$230.00  | 60 1     |          |          |          |          |          | 1                     |
|                | <b>Total Cost:</b>                     |              | \$590.00  |          |          |          |          |          |          | <b>Total Spots:</b> 3 |

Signature: \_\_\_\_\_

Disclaimer:

# As-Run Spot Report

| Air Date            | Time      | Length | ISCI      | Cart  | Contract    | Rate            | Type | Status     | Advertiser             | Agency                             | Product                     | Brand    | Station | Program               |
|---------------------|-----------|--------|-----------|-------|-------------|-----------------|------|------------|------------------------|------------------------------------|-----------------------------|----------|---------|-----------------------|
| 5/15/18             | 6:25:10PM | 01:00  | CMCT1806H | 15423 | 3338203.1.0 | \$160.00        | SPOT | OK to Bill | McCaskill for Senate-D | Screen Strategies<br>Media-Fairfax | POLITICAL<br>CANDIDATE (ns) | EST 3488 | KBSI    | Big Bang Theory N/R   |
|                     |           |        |           |       |             |                 |      |            | (22920)                | (15683)                            | (1186)                      |          |         |                       |
| 5/16/18             | 9:26:57PM | 01:00  | CMCT1806H | 15423 | 3338203.3.0 | \$230.00        | News | OK to Bill | McCaskill for Senate-D | Screen Strategies<br>Media-Fairfax | POLITICAL<br>CANDIDATE (ns) | EST 3488 | KBSI    | News-News LIVE N/R    |
|                     |           |        |           |       |             |                 |      |            | (22920)                | (15683)                            | (1186)                      |          |         |                       |
| 5/18/18             | 6:28:31PM | 01:00  | CMCT1806H | 15423 | 3338203.2.0 | \$200.00        | SPOT | OK to Bill | McCaskill for Senate-D | Screen Strategies<br>Media-Fairfax | POLITICAL<br>CANDIDATE (ns) | EST 3488 | KBSI    | Big Bang Theory 2 AUD |
|                     |           |        |           |       |             |                 |      |            | (22920)                | (15683)                            | (1186)                      |          |         | N/R                   |
| <b>Grand Total:</b> |           |        |           |       |             | <b>\$590.00</b> |      |            | <b>Total Spots: 3</b>  |                                    |                             |          |         |                       |

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

## 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><br>KBSI-TV | <b>Date:</b> 5/11/2018 |
|---|------------------------|

I, Screen Strategies Media,

being/on behalf of: Claire McCaskill,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the Primary

election to be held on: 8/7/2018

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):** \$501.50

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

McCaskill for Missouri

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:

Michelle Sherod

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***

5/11/2018 

**Date**

**Signature**

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

Accepted

Accepted in Part

Rejected

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

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

\_\_\_\_\_  
**Title**