

Agency has not yet signed a Compete40 NAB. Station  
submitting on agency behalf

WCH  
3295888

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, \_\_\_\_\_, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

### Check one:

- ☒ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☐ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

#### Station time requested by:

Agency name: Starcom

Address: 375 Hudson Street, New York, NY 10014

Contact:

Phone number: 316.220.1758

Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Electronic Payments Coalition

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Roger Marshall's bill to eliminate cc rewards. Teaming up with President Biden to punch private industry for speaking out against this harmful bill.

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to: Roger Marshall's bill to eliminate cc rewards. Teaming up with President Biden to punch private industry for speaking out against this harmful bill.

Office(s) sought by such candidate(s) (no acronyms or abbreviations): Roger Marshall's bill to eliminate cc rewards. Teaming up with President Biden to punch private industry for

Date of election:

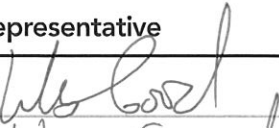
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

Roger Marshall's bill to eliminate cc rewards. Teaming up with President Biden to punch private industry for speaking out against this harmful bill.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature:	Signature: 
Name:	Name: Wes Good
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 11/14/23

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☒ Yes ☐ No Date ad received: 11/21/23

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☒ Accepted  
☐ Accepted IN PART (e.g., ad not received to determine content)\*  
☐ Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 3295888	Station Call Letters: KWCH	Date Received/Requested: 11/14/23
Est. #: 0101	Station Location: Wichita, KS	Run Start and End Dates: 11/23/23

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

0101

WOC14350648 [00.00]

Order Printout



Order Status:	Confirmed	Start/End Dates:	11/20/23 - 11/26/23	C/P/E:	EPC / NFL / 0101
Traffic Order #:	3295888	Agency:	STARCOM	Product Desc.:	EPC NFL
Buyer Order #:	2704535	Advertiser:	ELECTRONIC PAYMENTS COALITION	Estimate Desc.:	2023 EPC LOCAL NFL
AE:	Wesley Good	Buyer:	AMANDA MOREL	Total Cost:	\$15,000.00 (Cash)
Property:	KWCH TV	Primary Demo:	[N] Adults 25-54 (RTG)	Received Date:	11/14/23 12:37 PM
Sales Region:	Blank				
Comments:	INCLUSIVITYPublicis Media supports the 4As Fair Play Charter and strives forinclusivity and non-discrimination in all that we do. All mediaowners/vendors meeting the guidelines the brief shall be consideredfrom the outset of the review process. TERMS & CONDITIONSThe services will be governed by the current agreement between Agency,Media Company and Advertiser. If no such agreement exists, then withrespect to all branded integration, digital components, data, custommaterials and confidential information, the term set forth on theface of the Agency insertion order (e.g., related to timing, placementof inventory) as well as the terms and conditions of the AgencyAddendum to the AAAA/IAB Standard Terms and Conditions for InternetAdvertising for Media Buys One Year or Less, version 2.0 located athttp://addendum.publicismedia.com; login is "Addendum" and password is"@gree" (the "Agency Addendum to the AAAA/IAB Standard Terms") shallapply. For clarity, the following terms shall apply to all buys andactivities (in descending ord of precedence): (a) the broadcastterms (located at http://broadcast-addendum.publicismedia.com; loginis "broadcast" and password is "@gree") (the "Broadcast Terms"); (b)the Publicis Media Exchange Digital Video Agreement or the specificterms signed by Media Supplier and Agency, if any (where applicable)(collectively, the "Digital Video and VOD Terms"); (c) the AgencyAddendum to the AAAA/IAB Standard Terms referenced above and (d) theAAAA Local Television Confirmation Contract which may be found atwww.aaaa.com (as of the date of drafting this letter specifically at:http://alpha.aaaa.org/wp-content/uploads/media_localtv.pdf) (the "AAAALocal Television Terms").CONFIDENTIALITYAll information provided to you by the agency and/or its client(s) isconfidential to the agency. By accepting such information, you agree to maintain the information in confidence and will exercise the samedegree of care in safeguarding such information that you use for your own information, which shall be no less than reasonable care. You willonly provide such information to your employees on a need to knowbasis and to no other party, and will be fully responsible to theagency and/or its clients for any unauthorized use of suchinformation. You will only use the information as necessary to supportyour consideration and response to this request for proposals and willnot use it for any other purpose. To the extent we enter into atransaction for services, the confidentiality terms in the agreementgoverning such transaction will supersede these terms. Nothing thisRFP requires either party to engage in any transaction or shall beread to convey ownership to either party's information or materials.DATA PROCESSING ADDENDUMIn addition to the terms referenced above and to the extent that theseservices involve the processing of personal data of European Uniondata subjects as defined under applicable dat protection law, theinsertion Order will also governed by the Data Processing Addendumentered into by Agency and/or Publicis Media, Inc. and Media Companyon or after 25 May 2018. If no such agreement exists, then the termsand conditions of the Publicis International Data Processing andProtection Appendix shall apply, located athttps://dppa.publicismedia.com/, username is dppa and password is@gree. The following, if agreed to by Agency and Media Company, shallsupersede the above referenced DPPA: (i) DPA (ii) a non-EU letter of(iii) interim GDPR terms.Creative Re-UseUnder no circumstance is any creative to be simulcast to any otherchannel other than original purchased without prior approval. Thisincludes but is not limited to content from local broadcastaffiliates, networks, and/or digital streams being simulcast to localTV stations with originally purchased ad units included in saidsimulcast and therefore airing without approval.				

Terms Of Sale:

List Items					Spots										Totals		[N] Adults 25-54			[N] Adults 25-54		
Line	Program	ST	Len	Time	Days	Rate	Nov 20								Total Spots	Total Cost	RTG	GRP	CPP	000	IMP	CF
1	PROGRAM	N	30	3:28 PM-3:30		2,500.									2,500.0	2,500.0	2.0	409.8	2.00	2.00	2.00	100

List Items										Spots										Totals		[N] Adults 25-54	[N] Adults 25-54									
Line	Program	ST	Len	Time	Days	Rate	Nov 20											Total Spots	Total Cost	RTG	GRP	CPP	000	IMP	CF							
1	PREGAME	M	:30	PM	---T---	00	1											1	0	6.10	6.10	4	25.00	25.00								
(Program: PREGAME); Washington Commanders vs Dallas Cowboys NFL game																																
2	HALF TIME	N	:30	3:30 PM-6:50 PM	---T---	5,000.00	1											1	5,000.00	7.60	7.60	657.89	31.00	31.00	161							
(Program: HALF TIME); Washington Commanders vs Dallas Cowboys NFL game/bump rate																																
3	3RD QUARTER	N	:30	3:30 PM-6:50 PM	---T---	5,000.00	1											1	5,000.00	7.60	7.60	657.89	31.00	31.00	161							
(Program: 3RD QUARTER); Washington Commanders vs Dallas Cowboys NFL game/ bump rate																																
4	END OF GAME	N	:30	6:50 PM-6:52 PM	---T---	2,500.00	1											1	2,500.00	7.10	7.10	352.11	29.00	29.00	86.0							
(Program: END OF GAME); Washington Commanders vs Dallas Cowboys NFL game																																
Spot Totals:																	4	15000.00														116.00
[N] Adults 25-54 GRP:																		28.40														
[N] Adults 25-54 GIMP:																		116.00														
Rate Totals:																		15000.00														

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
November	4	\$15,000.00	28.40				

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>3295888</b>	
	<b>Alt Order #:</b>	<b>WOC14350648</b>	
	<b>Product Desc:</b>	<b>EPC NFL</b>	
	<b>Estimate:</b>	<b>0101</b>	
	<b>Flight Dates:</b>	<b>11/20/23 - 11/26/23</b>	<b>Primary AE:</b> Wesley Good
	<b>Original Date / Rev:</b>	<b>11/27/23 / 11/27/23</b>	<b>Sales Office:</b> GN-NY
	<b>Order Type:</b>	<b>NORMAL</b>	<b>Sales Region:</b> National

<b>Agency</b>	<b>Name:</b>	<b>Starcom</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>	<b>Accounts Payable Starcom</b>	<b>Billing Calendar:</b> Broadcast
		<b>c/o RE:Sources USA</b>	<b>Billing Cycle:</b> EOM/EOC
		<b>New York, NY 10014</b>	<b>Agency Commission:</b> 15%

<b>Advertiser</b>	<b>Name:</b>	<b>Electronic Payments Coalition</b>	
	<b>Demographic:</b>	<b>A25-54</b>	<b>New Business End:</b>
	<b>Product Codes:</b>	<b>Issue - State - Other</b>	<b>Advertiser External ID:</b> 622729
	<b>Revenue Code 1:</b>	<b>AGY</b>	<b>Agency External ID:</b> 151436
	<b>Revenue Code 2:</b>	<b>SPOT</b>	<b>Unit Code:</b> General
	<b>Revenue Code 3:</b>	<b>NONE</b>	<b>Order Separation:</b> 00:15:00
	<b>Priority:</b>	<b>P-03</b>	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/23	11/23/23	4	\$15,000.00	\$12,750.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2023	4	\$15,000.00	\$12,750.00	28.40
<b>Totals</b>	<b>4</b>	<b>\$15,000.00</b>	<b>\$12,750.00</b>	<b>28.40</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Wesley Good	GN-NY	National	Start Of Order - End Of Order	100%

## MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	11/20/23	11/23/23	NFL Thanks Adj/End/Po@M NFL Thanksgiving Adj. (Program: PREGAME); Washington Commanders vs Dallas Cowboys NFL game	CM	3:28 PM-3:30 PM (3:28 PM-3:30 PM)	---T---	:30	1	\$2,500.00	P-03	6.10	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/20/23	11/26/23	---T---		1				\$2,500.00		6.10			
2	All	11/20/23	11/23/23	NFL Thanksgiving Game@M NFL Thanksgiving Game (Program: HALF TIME); Washington Commanders vs Dallas Cowboys NFL game/bump rate	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	---T---	:30	1	\$5,000.00	P-03	7.60	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/20/23	11/26/23	---T---		1				\$5,000.00		7.60			
3	All	11/20/23	11/23/23	NFL Thanksgiving Game@M NFL Thanksgiving Game (Program: 3RD QUARTER); Washington Commanders vs Dallas Cowboys NFL game/ bump rate	CM	5:55 PM-6:00 PM (5:55 PM-6:00 PM)	---T---	:30	1	\$5,000.00	P-03	7.60	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/20/23	11/26/23	---T---		1				\$5,000.00		7.60			
4	All	11/20/23	11/23/23	NFL Thanks Adj/End/Po@M NFL Thanksgiving Adj. (Program: END OF GAME); Washington Commanders vs Dallas Cowboys NFL game	CM	6:50 PM-6:52 PM (6:50 PM-6:52 PM)	---T---	:30	1	\$2,500.00	P-03	7.10	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/20/23	11/26/23	---T---		1				\$2,500.00		7.10			
<b>Totals</b>														<b>4</b>	<b>\$15,000.00</b>

**CONTRACT****KWCH**  
**KBSD KBSH KBSL****KWCH.COM****KWCH****2815 E. 37th Street North****Wichita, KS 67219****Sales T & C: www.gray.tv/advertising****(316) 838-1212**

<u>Contract / Revision</u> 3295888 /		<u>Alt Order #</u> WOC14350648
<u>Advertiser</u> Electronic Payments Coalition		<u>Original Date / Revision</u> 11/27/23 / 11/27/23
<u>Contract Dates</u> 11/20/23 - 11/26/23	<u>Estimate #</u> 0101	
<u>Product</u> EPC NFL		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWCH	<u>Account Executive</u> Wesley Good	<u>Sales Office</u> Gray National -
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 28.40
<u>Agency Code</u> TV12671	<u>Advertiser Code</u> EPC	<u>Product 1/2</u> NFL
<u>Agency Ref</u> 151436	<u>Advertiser Ref</u> 622729	

And:

Starcom  
c/o RE:Sources USA  
375 Hudson Street  
New York, NY 10014

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	All	11/20/23	11/23/23	NFL Thanksgiving Adj.	3:28 PM-3:30 PM		:30			P-03		NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/20/23	11/26/23	---T---	1			\$2,500.00	6.10					
2	All	11/20/23	11/23/23	NFL Thanksgiving Gar	4:30 PM-5:00 PM		:30			P-03		NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/20/23	11/26/23	---T---	1			\$5,000.00	7.60					
3	All	11/20/23	11/23/23	NFL Thanksgiving Gar	5:55 PM-6:00 PM		:30			P-03		NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/20/23	11/26/23	---T---	1			\$5,000.00	7.60					
4	All	11/20/23	11/23/23	NFL Thanksgiving Adj.	6:50 PM-6:52 PM		:30			P-03		NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/20/23	11/26/23	---T---	1			\$2,500.00	7.10					
<b>Totals</b>											28.40		4	\$15,000.00

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

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

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