



KBSL-TV  
806 Enterprise St  
Cape Girardeau, MO 63701

# Contract # 2657199

## Schedule Dates

10/11/16-10/17/16

## Advertiser

Fowler for Senate-R (111649)

## Agency

Strategic Media Services (8287)

## Product

POLITICAL CANDIDATE (ns) (1186)

## Brand

FOWLER-RSSCC (854255)

## Salesperson

Millennium/NY, New York (1090)

## Sales Office

Ben, Rheault,

## Buyer Name

/

## Phone/Fax

147/159/2044

## CPE

National/Political Candidate Agency BRD

## Billing Type

Weekly/Irregular

## Comments

Candidate

Date Entered 10/07/16  
Last Modified 10/07/16  
Entered By Brenda Allen  
CO-OP No  
Headline # ECR25326607  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$223.50  
Net Total \$1,266.50  
Sales Tax

Paducah (KBSI)		
By Broadcast Month	Spots	Rate
Oct. 2016	12	\$1,490.00
Grand Total:	12	\$1,490.00

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

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	10/12/16-10/12/16	1	:30	9:30P- News-News	1				1				1	\$150.00	\$150.00	Paducah (KBSI)	News @ 9 on FOX 23	10/7/16
2.0	Normal Line / News	10/14/16-10/14/16	1	:30	9:30P- News-News	1					1			1	\$150.00	\$150.00	Paducah (KBSI)	News @ 9 on FOX 23	10/7/16
3.0	Normal Line / News	10/17/16-10/17/16	1	:30	9:30P- News-News	1							1	1	\$150.00	\$150.00	Paducah (KBSI)	News @ 9 on FOX 23	10/7/16
4.0	Normal Line / SPOT	10/11/16-10/11/16	1	:30	5:58P- Big Bang Theory	1				1				1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	10/7/16
5.0	Normal Line / SPOT	10/13/16-10/13/16	1	:30	5:58P- Big Bang Theory	1					1			1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	10/7/16
6.0	Normal Line / SPOT	10/14/16-10/14/16	1	:30	5:58P- Big Bang Theory	1					1			1	\$100.00	\$100.00	Paducah (KBSI)	Big Bang Theory	10/7/16
7.0	Normal Line / SPOT	10/12/16-10/12/16	1	:30	6:28P- Big Bang Theory 2	1					1			1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	10/7/16
8.0	Normal Line / SPOT	10/14/16-10/14/16	1	:30	6:28P- Big Bang Theory 2	1						1		1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	10/7/16
9.0	Normal Line / SPOT	10/17/16-10/17/16	1	:30	6:28P- Big Bang Theory 2	1							1	1	\$200.00	\$200.00	Paducah (KBSI)	Big Bang Theory	10/7/16
10.0	Normal Line / SPOT	10/11/16-10/11/16	1	:30	4:58P- Mike and Molly	1							1	1	\$40.00	\$40.00	Paducah (KBSI)	Mike & Molly	10/7/16
11.0	Normal Line / SPOT	10/12/16-10/12/16	1	:30	5:28P- Modern Family	1							1	1	\$50.00	\$50.00	Paducah (KBSI)	Modern Fam	10/7/16

## 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://sbj.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 # 2657199

Schedule Dates 10/11/16-10/17/16  
Advertiser Fowler for Senate-R (111649)  
Agency Strategic Media Services (8287)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand FOWLER-RSSCC (854255)  
Salesperson Millennium/NY, New York (1090)  
Sales Office Millennium New York  
Buyer Name Ben, Rheault,  
Phone/Fax /  
CPE 147/159/2044  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments Candidate

Date Entered 10/07/16  
Last Modified 10/07/16  
Entered By Brenda Allen  
CO-OP No  
Headline # ECR25326607  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$223.50  
Net Total \$1,266.50  
Sales Tax

Paducah (KBSI)		
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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	10/13/16-10/13/16	1	:30	5:28p- Modern Family					1				1	\$50.00	\$50.00	Paducah (KBSI)	Modern Fam	10/7/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

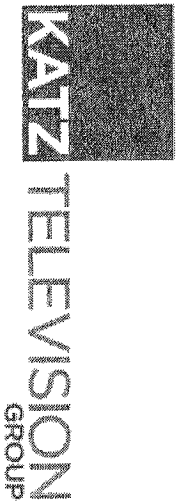
Date:

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.



125 West 55th St  
New York, NY 10019

Contract # 25326607 Changes as of: 10/7/2016 at 10:06 AM Version: Highlighting Revision 1

CPE: 147/159/2044  
Agency: STRATEGIC MEDIA SERVICES  
1911 NORTH PT MYER DRIVE  
SUITE 400  
ARLINGTON, VA 20009

Flight: 10/11/16 - 10/17/16  
Advertiser: Fowler-RSSCC  
Product: Candidate  
Agency Order #: 5460953  
Buyer: Rheault, Ben

Station: KBSI  
Market: Paducah  
Office: NEW YORK  
Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE

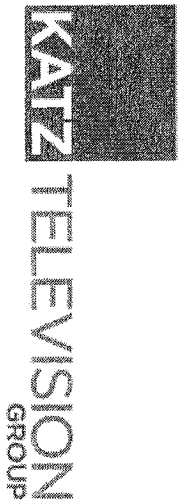
Salesperson: JONATHAN VITTI  
212-373-8256

Assistant: KENNETH MIELE  
212-373-8113

Separation:

Total \$: \$1,490.00  
Total Spots: 12  
Total CPP: \$0.00  
Total GRP:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/17										Total Spots	Total \$	CPP	GRP
							10/11	10/12	10/13	10/14	10/15	10/16	10/17							
	Tu-F,M 1 9:30p-10p		News @ 9 on FOX 23	\$150.00	0	30	0	1	0	1	0	0	0	1		3	\$450.00	\$0.00	0.0	
Changes: Rate from 125 to 150																				
REV-2	Sa 9p-10p		News At 9	\$80.00	0	30	0	0	0	0	1	0	0	0		0	\$0.00	\$0.00	0.0	
REV-3	Su 9p-10p		News At 9	\$100.00	0	30	0	0	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0	
REV-4	Su 4p-5p		Big Bang Theory	\$35.00	0	30	0	0	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0	
	Tu-F,M 5 6p-6:30p		Big Bang Theory	\$100.00	0	30	1	0	0	1	1	0	0	0	0	3	\$300.00	\$0.00	0.0	
	Tu-F,M 6 6:30p-7p		Big Bang Theory	\$200.00	0	30	0	1	0	0	1	0	0	0	1	3	\$600.00	\$0.00	0.0	
REV+7	M-F 5p-5:30p		Mike & Molly	\$40.00	0.0	30	0	1	0	0	0	0	0	0	0	1	\$40.00	\$0.00	0.0	
REV+8	M-F 5:30p-6p		Modern Farm	\$50.00	0.0	30	0	1	0	1	0	0	0	0	0	2	\$100.00	\$0.00	0.0	
TOTALS: 2 3 2 3 0 0 0 0 0 0 0 0 0 0 0 0																	12	\$1,490.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

Contract # 25326607 Changes as of: 10/7/2016 at 10:06 AM Version: Highlighting Revision 1

CPE: 147/159/2044 Flight: 10/11/16 - 10/17/16 Station: KBSI Total \$: \$1,490.00

Agency: STRATEGIC MEDIA SERVICES Advertiser: Fowler-RSSCC Market: Paducah Total Spots: 12

1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA Product: Candidate Office: NEW YORK Total CPP: \$0.00

Agency Order #: 5460953 Buyer: Rheault, Ben Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE Total GRP:

Salesperson: JONATHAN VITTI 212-373-8256 Assistant: KENNETH MIELE 212-373-8113 Separation:

Special Instructions

Competitive Information	
Market Budget:	\$24,833
KBSI Share:	6%
Comment:	
KFVS:	21%
WPSD:	38%
WSIL:	35%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	12	\$1,490.00	N/A	0.0

Monthly Summary			
Month	Spots	Dollars	
2016-Oct	12	\$1,490.00	
Total	12	\$1,490.00	

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$
Queued for Electronic Contracting	10/7/16 10:09 AM				\$0	\$0
Revision	10/7/16 10:06 AM	SUZANNE FITZGERALD	Revised		\$0	\$1,490.00
New	10/7/16 9:57 AM	SUZANNE FITZGERALD	New	12	\$1,490.00	\$1,490.00

Changes: User Entered \$ from \$0.00 to \$1,490.00, Demo Meta to [R16], 6 buylines added or modified.

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S 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>KBST-TV</u>	<b>Date:</b> <u>7/29/16</u>
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I, Ben Rheault,

being/on behalf of: Dale Fowler,

a legally qualified candidate of the Republican

political party for the office of: IL SD 59

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:

Fowler for Senate and RSSCC/Fowler for Senate

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:

Adam Aldridge

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

**Signature**

Digitally signed by Benjamin Rheault  
DN: cn=Benjamin Rheault, o=ou, email=rheault@strategicmediaadvertising.com, c=US  
Date: 2016.07.29 11:00:32 -0400

***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.