



KBSI-TV
806 Enterprise St
Cape Girardeau, MO 63701

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

Contract # 2671858

Schedule Dates 11/01/16-11/07/16
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, Rheaault,
Phone/Fax /
CPE 147/159/2351
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Candidate
NEW FOWLER ORDER...

Date Entered 10/26/16
Last Modified 10/26/16
Entered By Brenda Allen
CO-OP No
Headline # ECR25341788
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$229.50
Net Total \$1,300.50
Sales Tax

Paducah (KBSI)		
By Broadcast Month	Spots	Rate
Nov. 2016	12	\$1,530.00
Grand Total:	12	\$1,530.00

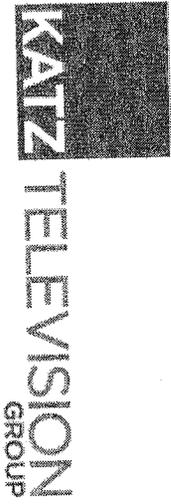
IF LATE NEWS RUNS LATE DUE TO WORLD SERIES... PLS MOVE WITH PROGRAM. T
HANKS!

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 (KBSI)	News @ 9 on FOX 23	10/26/16
2.0	Normal Line / News	11/04/16-11/04/16	1	:30	9p- News-News	1				1				1	\$150.00	\$150.00	Paducah (KBSI)	News @ 9 on FOX 23	10/26/16
3.0	Normal Line / News	11/01/16-11/01/16	1	:30	9p- News-News	1							1	1	\$150.00	\$150.00	Paducah (KBSI)	News @ 9 on FOX 23	10/26/16
4.0	Normal Line / News	11/03/16-11/03/16	1	:30	9p- News-News	1							1	1	\$150.00	\$150.00	Paducah (KBSI)	News @ 9 on FOX 23	10/26/16
5.0	Normal Line / News	11/06/16-11/06/16	1	:30	9p- News-News	1							2	2	\$150.00	\$300.00	Paducah (KBSI)	News @ 9 on FOX 23	10/26/16
6.0	Normal Line / News	11/07/16-11/07/16	1	:30	9p- News-News	1							1	1	\$150.00	\$150.00	Paducah (KBSI)	News @ 9 on FOX 23	10/26/16
7.0	Normal Line / News	11/05/16-11/05/16	1	:30	9p- News-News	1						2		2	\$150.00	\$300.00	Paducah (KBSI)	News At 9	10/26/16
8.0	Normal Line / SPOT	11/06/16-11/06/16	1	:30	8a- FOX-FOX News Sunday	1							1	1	\$75.00	\$75.00	Paducah (KBSI)	Fox News Sunday	10/26/16
9.0	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
10.0	Normal Line / SPOT	11/03/16-11/03/16	1	:30	11p- 2 Broke Girls 2	1							1	1	\$5.00	\$5.00	Paducah (KBSI)	2 BROKE GIRLS	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://sbg1.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



125 West 56th St
New York, NY 10019

Contract #: 25341788
Changes as of: 10/26/2016 at 1:22 PM
Version: Highlighting Revision: 1

CPE: 147/159/2351
Agency: STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009
Flight: 11/1/16 - 11/8/16
Advertiser: Fowler-RSSCC
Product: Candidate
Agency Order #: 5509627
Buyer: Rheault, Ben
Salesperson: JONATHAN VITTI
212-373-8256
Station: KBSI
Market: Paducah
Office: NEW YORK
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

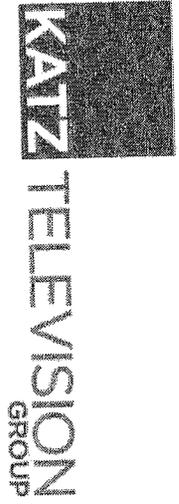
Total \$: \$1,530.00
Total Spots: 12
Total CPP: \$0.00
Total GRP: \$0.00
Separation: \$0.00

Comments: NEW FOWLER ORDER...

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					11/8		
M-F	1 9p-10p		News @ 9 on FOX 23	\$150.00	0	30	0	1	0	1	0	0	0	0	0	2	\$300.00	\$0.00	0.0	
Changes: Day/Time from Tu-F-M 9p-9:30p to M-F 9p-10p																				
M-Su	2 9p-10p		News @ 9 on FOX 23	\$150.00	0	30	1	0	0	1	0	0	0	2	1	0	5	\$750.00	\$0.00	0.0
Changes: Day/Time from Tu-F-M 9:30p-10p to M-Su 9p-10p																				
Sa	3 10p-11p		News At 9	\$150.00	0	30	0	0	0	0	0	2	1	0	0	2	\$300.00	\$0.00	0.0	
Changes: Day/Time from Su 9p-10p to Sa 10p-11p, Rate from 100 to 150																				
Su	4 8a-9a		Fox News Sunday	\$75.00	0	30	0	0	0	0	0	2	1	0	0	1	\$75.00	\$0.00	0.0	
Changes: Rate from 40 to 75																				
Tu-F-M	5 6p-6:30p		Big Bang Theory	\$100.00	0	30	0	0	0	1	0	0	0	1	0	1	\$100.00	\$0.00	0.0	
Tu-F-M	6 6:30p-7p		Big Bang Theory	\$200.00	0	30	1	0	0	0	1	0	0	0	0	0	0	\$0.00	\$0.00	0.0
M-F	7 11p-11:30p		2 BROKE GIRLS	\$5.00	0.0	30	0	0	0	0	1	0	0	0	0	0	1	\$5.00	\$0.00	0.0
TOTALS: 1 1 3 1 2 3 1 0																				
												12	\$1,530.00	\$0.00	0.0					

25341788



125 West 56th St
New York, NY 10019

Contract # 25341788 Changes as of: 10/26/2016 at 1:22 PM Version: Highlighting Revision: 1
 Total \$: \$1,530.00

CPE: 147/159/2351 Flight: 11/1/16 - 11/8/16
 Agency: STRATEGIC MEDIA SERVICES Advertiser: Fowler-RSSCC
 Total Spots: 12
 Total CPM: \$0.00

1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA
 Product: Candidate
 Agency Order #: 5509627
 Buyer: Rheaut, Ben
 Office: NEW YORK
 Primary Demo: Adults 35+
 Con Type: POLITICAL/VOTE
 Total GRP:

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

Date/Time	Added by	Comment
10/26/16 1:22 PM	JONATHAN VITTI	NEW FOWLER ORDER...
10/26/16 1:22 PM	JONATHAN VITTI	IF LATE NEWS RUNS LATE DUE TO WORLD SERIES.. PLS MOVE WITH PROGRAM. THANKSI
10/26/16 1:22 PM	JONATHAN VITTI	IF LATE NEWS RUNS LATE DUE TO WORLD SERIES.. PLS MOVE WITH PROGRAM. THANKSI

Competitive Information	
Market Budget:	\$25,500
KBSI Share:	6%
Comment:	
KFVS:	21%
WPSD:	38%
WSIL:	35%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	12	\$1,530.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Nov	12	\$1,530.00
Total	12	\$1,530.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/26/16 1:23 PM				\$0	\$0	Changes: User Entered \$ from \$0.00 to \$1,530.00, Demo Meta to [R16], Comments from to NEW FOWLER ORDER...
Revision	10/26/16 1:22 PM	JONATHAN VITTI	Revised		\$0	\$1,530.00	IF LATE NEWS RUNS LATE DUE TO WORLD SERIES.. PLS MOVE WITH PROGRAM. THANKSI: 7 buylines added or modified.
New	10/26/16 1:13 PM	JONATHAN VITTI	New	12	\$1,530.00	\$1,530.00	

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 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>KBSI-TV</u>	Date: <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
Digitally signed by Benjamin Rheault
DN: cn=Benjamin Rheault, o=, email=brheault@strategicmediaservices.com, c=US
Date: 2016.07.29 11:30:12 -0400

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

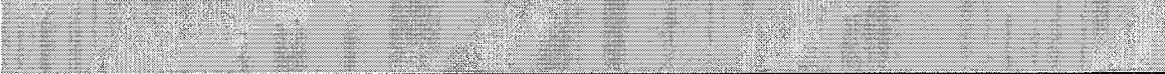
Signature

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

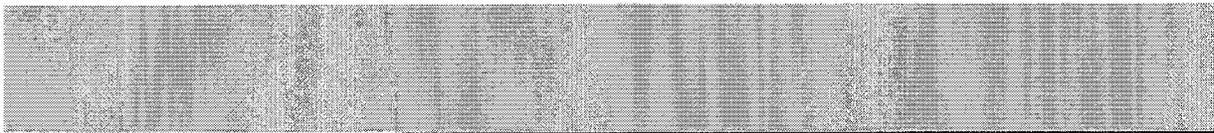
does not

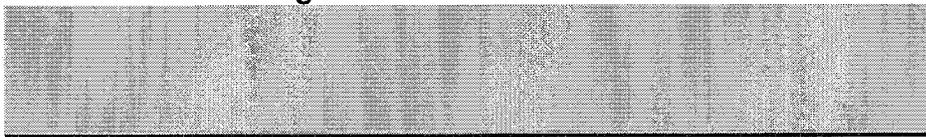
refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

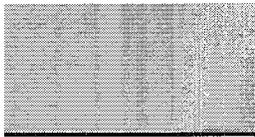
(check applicable box)

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.