



KESL-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, Rheault,
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

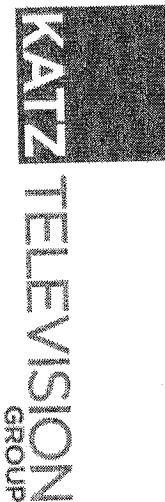
IF LATE NEWS RUNS LATE DUE TO WORLD SERIES...PLS MOVE WITH PROGRAM. T
HANKS!

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 @ 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://sbg.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 22009
Flight: 11/1/16 - 11/8/16
Advertiser: Fowler-RSSCC
Product: Candidate

Agency Order #: 5509627
Buyer: Rheault, Ben
Salesperson: JONATHAN VITTI
212-373-8256
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

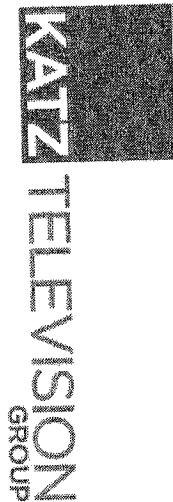
Assistant: KENNETH MIELE
212-373-8113

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

Comments: NEW FOWLER ORDER...

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

															11/1 - 11/8								Total Spots	Total \$		GRP
#	Day/Time	DP	Program	Rate	A3SP Rating	Len	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	CPP											
	M-F		News @ 9 on FOX 23	\$150.00	0	30	0	1	0	1	0	0	0	0		2	\$300.00	\$0.00	0.0							
1 9p-10p																										
Changes: Day/Time from Tu-F,M 9p-9:30p to M-F 9p-10p																										
	M-Su		News @ 9 on FOX 23	\$150.00	0	30	1	0	1	0	0	0	2	1	0	5	\$750.00	\$0.00	0.0							
REV+ 2 9p-10p																										
Changes: Day/Time from Tu-F,M 9:30p-10p to M-Su 9p-10p																										
	Sa		News At 9	\$150.00	0	30	0	0	0	0	0	2	1	0	0	2	\$300.00	\$0.00	0.0							
REV 3 10p-11p																										
Changes: Day/Time from Su 9p-10p to Sa 10p-11p, Rate from 100 to 150																										
	Su		Fox News Sunday	\$75.00	0	30	0	0	0	0	0	0	2	1	0	1	\$75.00	\$0.00	0.0							
REV- 4 8a-9a																										
Changes: Rate from 40 to 75																										
	Tu-F,M		Big Bang Theory	\$100.00	0	30	0	0	1	0	0	0	1	0	0	1	\$100.00	\$0.00	0.0							
REV- 5 6p-6:30p																										
	Tu-F,M		Big Bang Theory	\$200.00	0	30	1	0	0	1	0	0	0	0	0	0	\$0.00	\$0.00	0.0							
REV- 6 6:30p-7p																										
	M-F		2 BROKE GIRLS	\$5.00	0.0	30	0	0	0	1	0	0	0	0	0	1	\$5.00	\$0.00	0.0							
REV+ 7 11p-11:30p																										
TOTALS: 1 1 3 1 2 3 1 0																12	\$1,530.00	\$0.00	0.0							



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 Advertiser: Fowler-RSSCC
1911 NORTH FT MYER
DRIVE
SUITE 400
ARLINGTON, VA
Product: Candidate
Buyer: Rheaut, Ben
Salesperson: JONATHAN VITTI
212-373-8256
Station: KBSI
Market: Paducah
Office: NEW YORK
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: KENNETH MIELE
212-373-8113
Total Spots: 12
Total CPP: \$0.00
Total GRP:

Agency Order #: 5509627
Salesperson: JONATHAN VITTI
212-373-8256
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: KENNETH MIELE
212-373-8113
Separation:

Special Instructions	Order Level Comments
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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. THANKS!
10/26/16 1:22 PM	JONATHAN VITTI	IF LATE NEWS RUNS LATE DUE TO WORLD SERIES.. PLS MOVE WITH PROGRAM. THANKS!

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

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	12	\$1,530.00	N/A	0.0
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+	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...
								IF LATE NEWS RUNS LATE DUE TO WORLD SERIES...PLS MOVE WITH PROGRAM. THANKS! 7 buylines added or modified.
Revision	10/26/16 1:22 PM	JONATHAN VITTI	Revised			\$0	\$1,530.00	
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 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

Station and Location:

KBSI-TV

Date:

7/29/16

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=brheault@strategicmediaadvertising.com, c=US
Date: 2016.07.29 11:30:12 -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.