



KSAS
316 N West St
Wichita, KS 67203

Media Source-Wichita
PO Box 17588
Wichita, KS 67217-0588

Contract # 1938199

Schedule Dates 09/29/14-10/03/14
Advertiser Coalition For A Better Wichita (93447)
Agency Media Source-Wichita (13487)
Product POLITICAL ISSUE (ns) (1187)
Brand CFBW 0930-100514 TV (663904)
Salesperson HOUSE-WICHITA, KSAS/KAAS/KMTW (3321)
Sales Office KSAS/KAAS/KMTW
Buyer Name /
Phone/Fax N/A
CPE Local/Political Issue Agency BRD
Account Types Standard
Billing Type TV 1006-110414 KSAS
Comments

Date Entered 09/25/14
Last Modified 09/25/14
Entered By Julie King
CO-OP No
Headline # A50+
Demo Normal
Order Type Normal
Package Deal
Commission % 15.00
Commission \$279.75
Net Total \$1,585.25
Sales Tax

Wichita Metro (KSAS)
By Broadcast Month Spots Rate
Oct. 2014 10 \$1,865.00
Grand Total: 10 \$1,865.00

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	09/29/14-09/29/14	2	:30	6P- 6:30P (CST)	1	1							1	\$360.00	\$360.00	Wichita Metro (KSAS)	BBT	9/25/14
2.0	Normal Line / SPOT	09/29/14-09/29/14	2	:30	6:30P- 7P (CST)	1	1							1	\$550.00	\$550.00	Wichita Metro (KSAS)	BBT	9/25/14
3.0	Normal Line / SPOT	09/30/14-09/30/14	2	:30	6P- 6:30P (CST)		1	1						1	\$360.00	\$360.00	Wichita Metro (KSAS)	BBT	9/25/14
4.0	Normal Line / SPOT	09/30/14-09/30/14	2	:30	4P- 5P (CST)		1	1						1	\$95.00	\$95.00	Wichita Metro (KSAS)	Family Feud	9/25/14
5.0	Normal Line / SPOT	10/01/14-10/01/14	2	:30	4P- 5P (CST)			1	1					1	\$95.00	\$95.00	Wichita Metro (KSAS)	Family Feud	9/25/14
6.0	Normal Line / SPOT	10/02/14-10/02/14	2	:30	4P- 5P (CST)				1	1				1	\$95.00	\$95.00	Wichita Metro (KSAS)	Family Feud	9/25/14
7.0	Normal Line / SPOT	10/03/14-10/03/14	2	:30	4P- 5P (CST)					1				1	\$95.00	\$95.00	Wichita Metro (KSAS)	Family Feud	9/25/14
8.0	Normal Line / SPOT	09/29/14-09/29/14	2	:30	4P- 5P (CST)	1	1							1	\$95.00	\$95.00	Wichita Metro (KSAS)	Family Feud	9/25/14
9.0	Normal Line / SPOT	10/01/14-10/01/14	3	:30	2P- 3P (CST)			1	1					1	\$60.00	\$60.00	Wichita Metro (KSAS)	Steve Harvey	9/25/14
10.0	Normal Line / SPOT	10/02/14-10/02/14	3	:30	2P- 3P (CST)				1	1				1	\$60.00	\$60.00	Wichita Metro (KSAS)	Steve Harvey	9/25/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Client: Coalition for a Better Wichita
Product: Campaign: Television 1006-110414

Station Order

The Media Source, Inc.
2702 Maxwell
Wichita, KS 67217-0588
(316) 945-9455

Rev #.: 2
Flight From: 10/06/2014 to 11/04/2014

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Diana Fredelake
Sweeps: Share May 2014 -> HUT/PUT Nov 13

Market: WICHITA-HUTCH METRO
Station: KSAS
Station Contact: Jeff McCausland

Actg. Order No.: 888
WS Order No.: 8200
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm Tag	Station Gross		Oct 06	Oct 13	Oct 20	Oct 27	Nov 03	Total Spots	DMA P 50+ (R)	DMA 35+ (R)	DMA HH (R)
				Rate/ Total										
1	M-----	PA	BIG BNG THEORY	\$360.00		1	1	1	1	1	5	2.9	2.6	2.9
2	06:00P-06:30P	30		\$1,800.00								\$124.14	\$139.46	\$124.14
3	-T-----	PA	BIG BNG THEORY	\$360.00		1	1	1	1		4	3.0	3.2	3.6
4	06:00P-06:30P	30		\$1,440.00								\$120.00	\$112.50	\$100.00
5	M-----	PA	BG BNG THRY B	\$350.00		1	1	1	1	1	5	4.6	4.2	4.5
6	06:30P-07:00P	30		\$2,750.00								\$119.57	\$130.95	\$122.22
7	-W-----	DA	STEVE HARVEY	\$60.00		1	1	1	1		4	0.6	0.7	1.1
8	02:00P-03:00P	30		\$240.00								\$100.00	\$85.71	\$54.55
9	--R-----	DA	STEVE HARVEY	\$60.00		1	1	1	1		4	0.7	0.8	1.1
10	02:00P-03:00P	30		\$240.00								\$85.71	\$75.00	\$54.55
11	M-----	DA	FAMILY FEUD	\$95.00		1	1	1	1	1	5	2.4	1.8	1.7
12	04:00P-05:00P	30		\$475.00								\$39.58	\$52.78	\$55.88
13	-T-----	DA	FAMILY FEUD	\$95.00		1	1	1	1		4	2.0	1.7	1.8
14	04:00P-05:00P	30		\$380.00								\$47.50	\$55.88	\$52.78
15	-W-----	DA	FAMILY FEUD	\$95.00		1	1	1	1		4	2.1	1.3	1.5
16	04:00P-05:00P	30		\$380.00								\$45.24	\$73.08	\$63.33
17	--R-----	DA	FAMILY FEUD	\$95.00		1	1	1	1		4	1.9	1.5	1.8
18	04:00P-05:00P	30		\$380.00								\$50.00	\$63.33	\$52.78
19	-F-----	DA	FAMILY FEUD	\$95.00		1	1	1	1		4	2.2	1.9	2.0
20	04:00P-05:00P	30		\$380.00								\$43.18	\$50.00	\$47.50
21	MTWTFSSu	SP	WORLD SERIES	\$59,850.00							1	0.0	0.0	0.0
22		30		\$59,850.00										

New
Total

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	31	67.2	\$65,445.00	\$973.88
Nov	13	32.3	\$2,870.00	\$98.85
	44	99.5	\$68,315.00	\$698.58

Comments

Station Remarks:
Pick up check for \$36,337.50 (net of first five WS games on Tuesday, 10/21 Thanks Jeff)

10/20/14 - Added World Series Royals Pkg.

14 spots @ \$59,850.00

Date: 10/20/2014 Done JK

Revised 10/21/14
Political
Issue

Add - World Series Pregame 10/21 - 10/26 \$1350 ea
4x Section 1 Tue, Wed, Fri, Sat, Sun
Total \$6750

Add - World Series Pregame 10/28 - 10/29 1350
2x Section 1 Tue, Wed
Total \$2700

Add - World Series 10/21 - 10/26 \$7200 ea
5x Section 1 Tue, Wed, Fri, Sat, Sun
Total \$36000

Add - World Series 10/28 - 29 \$7200 ea
2x Section 1 Tue, Wed
Total \$14,400

Client: Coalition for a Better Wichita
Product: Television 1006-110414

Rev #: 0
Flight From: 10/06/2014 to 11/04/2014

Estimate No.:
Contract No.:
Job No.:
Market: WICHITA-HUTCH METRO
Station: KSAS
Station Contact: Jeff McCausland

Buyer Name: Diana Fredelake
Sweeps: Share May 2014 -> HUT/PUT Nov 13

Actg. Order No.: 888
WS Order No.: 8200
Contract No.:

Station Order

The Media
270
Wichita, KS 67211
(316) 945-9

#93447

Item#	Days/	Len	Program Title/	Station Gross	Rate/	Oct 06	Oct 13	Oct 20	Oct 27	Nov 03	Total Spots	DMA
21	M-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
22	-T-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
23	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
24	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
25	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
26	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
27	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
28	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
29	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
30	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
31	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
32	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
33	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
34	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
35	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
36	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
37	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
38	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
39	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
40	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
41	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
42	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
43	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
44	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
45	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
46	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
47	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
48	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
49	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
50	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
51	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
52	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
53	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
54	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
55	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
56	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
57	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
58	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
59	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
60	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
61	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
62	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
63	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
64	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
65	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
66	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
67	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
68	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
69	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
70	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
71	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
72	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
73	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
74	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
75	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
76	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
77	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
78	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
79	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
80	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
81	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
82	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
83	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
84	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
85	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
86	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
87	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
88	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
89	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
90	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
91	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
92	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
93	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
94	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
95	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
96	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
97	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
98	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
99	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9
100	-----	30	BIG BNG THEORY	\$360.00	\$1,800.00	1	1	1	1	1	5	2.9

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	30	67.2	\$5,595.00	\$83.26
Nov	13	32.3	\$2,870.00	\$88.85
Monthly Totals	43	99.5	\$8,465.00	\$85.08

Comments

Station Remarks:

Spots and traffic to follow. We will most likely pay for this on September 23, 2014, just to get it in your system. PB18 issues follows from Echo Sign.

By:

9/18/14 - Done JK

Date: 09/17/2014

Page 1

Time: 4:20p

Contract # 1927180

1350 - no fee
11280 - Game
210,550 X games

Chuck Reid

From: Jeffrey McCausland
Sent: Monday, October 20, 2014 2:53 PM
To: Chuck Reid
Cc: Tom Gdisis; Velda Jones
Subject: FW: Coalition for a Better Wichita

She is buying all 7 games. She will pay for 1-5 tomorrow. Check ready at noon

Jeff McCausland
General Manager
Fox-Kansas (KSAS-TV)
My TV Wichita (KMTW-TV)

From: Diana Fredelake [mailto:diana@mediasourcewichita.com]
Sent: Monday, October 20, 2014 2:51 PM
To: Jeffrey McCausland
Subject: RE: Coalition for a Better Wichita

Jeff— I am going to revise the original order I sent and just put world series package from 10/21-10/30 \$59850.00 ok? That way the previous PB-18 will cover it and you can add the revised order.

Diana Fredelake
The Media Source, Inc.
P O Box 17588
Wichita KS 67217-0588
(316) 945-9455
(316) 619-7141 Cell
UPS/Fed Ex Delivery Address:
2702 Maxwell
Wichita KS 67217
www.mediasourcewichita.com
diana@mediasourcewichita.com

In God We Trust

From: Jeffrey McCausland [mailto:JMccausland@sbgstv.com]
Sent: Monday, October 20, 2014 2:42 PM

10/20/14 - Added World Series Pkg. Raydo
14 spots @ \$59,850.00
Done. JLC