

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Eric Bohl, 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: Eric Bohl, Director of Public Affairs for Missouri Farm Bureau

Agency name:

Address: 701 S. Country Club Dr., Jefferson City, MO 65109

Contact: Eric Bohl | Phone number: 573-893-1400 | Email: publicaffairs@mofb.com

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: Missouri Farm Bureau Federation State PAC

Address: 701 S. Country Club Dr., Jefferson City, MO 65109

Contact: Eric Bohl | Phone number: 573-893-1400 | Email: publicaffairs@mofb.com

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):

James Koepke, Treasurer

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:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

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

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.

Advertiser/Sponsor	Station Representative
Signature: <i>Eric Bohl, Director of Public Affairs</i>	Signature: <i>Melanie Stockman</i> <small>Digitally signed by Melanie Stockman DN: dc=com, o=Kaiser Family Foundation, ou=Kaiser Family Foundation, email=Melanie.Stockman@kff.org, c=US</small>
Name: <i>Eric Bohl</i>	Name: <i>Melanie Stockman</i>
Date of Request to Purchase Ad Time: <i>9/30/2020</i>	Date of Station Agreement to Sell Time: <i>10/1/2020</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: *10/1/2020*

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 #: <i>see attached</i>	Station Call Letters:	Date Received/Requested: <i>10/1/2020</i>
Est. #:	Station Location: <i>see attached</i>	Run Start and End Dates: <i>see attached</i>

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.



Contract Revision

MO FARM BUREAU FARM PAC
Attn: Eric Bohl
701 S COUNTRY CLUB DRIVE
PO BOX 658
JEFFERSON CITY, MO 65102

Order #	Ver #	Rev #	# Wks	Page #
18525	0	3	4	1
Date	Time	Start	End	
9/30/20	8:57:01AM	10/5/20	11/1/20	
Advertiser	Product	Salesperson	Demos	
MO FARM BUREAU FARM PAC	Issue Support (18525)	Laurie Bonnot		
Sales Office	Salesperson Phone #	Agency Phone #	Survey	
Leaffield	(573)556-1238	(573)893-1468		

Line #	Vehicle	Days & Times	Oct 5	Oct 12	Oct 19	Oct 26	Nov 2	Nov 9	Nov 16	Nov 23	Nov 30	Dec 7	Dec 14	Dec 21	Dec 28	Total Units	Len	Unit Rate	Extended Total
1	Brownfield Missouri	M-F 6A-7P	7	7	7	7										28	60	525.30	14708.40
2	Missouri	M-Sa 6a-7p	5	5	5	5										20	60	643.45	12869
Weekly Units			12	12	12	12	0	0	0	0	0	0	0	0	0	48			
Weekly Gross \$			6894	6894	6894	6894										27577.40			

Total Gross:	\$27,577.40	Agency Commission:	Total Net:	\$27,577.40
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Accepted for Leaffield Communications:

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Name _____ Title _____ Name _____ Title _____

Cancellation /Change Clause: 21 days prior to broadcast schedule start. Advertising schedule may be cancelled or changed by any party provided that notice in writing is received 21 days before the scheduled broadcast date. If the cancellation/change is made less than 21 days of the scheduled start date by the Advertiser, the Advertiser will be charged and the Advertiser shall pay the Broadcaster at the rate appropriate to the number of advertisements booked before such a cancellation becomes effective.

Leaffield Communications, Inc., 505 Hobbs Road, Jefferson City, MO 65109
P 573/893-7200 F 573/893-2321 www.leaffield.com

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Contract Summary Revision

MO FARM BUREAU FARM PAC
Attn: Eric Bohl
701 S COUNTRY CLUB DRIVE
PO BOX 658
JEFFERSON CITY, MO 65102

Advertiser	Product	Order #	Ver #	Rev #	# Wks	Page #
MO FARM BUREAU FARM PAC	Issue Support (18525)	18525	0	3	4	1
Salesperson	Salesperson Phone #	Date	Time	Start	End	
Laurie Bonnot	(573)556-1238	9/30/20	8:57:01AM	10/5/20	11/1/20	
Sales Office	Agency Phone #					
Leaffield	(573)893-1468					

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Qtr 4 2020	Qtr 1 2021	Qtr 2 2021	Qtr 3 2021	Total Units
Brownfield Missouri	11,031	3,677	0	0	0	0	0	0	0	0	0	14,708				14,708
Missouri	9,652	3,217	0	0	0	0	0	0	0	0	0	12,869				12,869

All Vehicles - Total Gross

20,683 6,894

All Vehicles - Total Units

36 12

27,577

27,577

48

48

Air Time Gross: \$27,577.40

Agency Commission:

Total Net:

\$27,577.40

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