



KOKH Oklahoma City
1228 E Wilshire Blvd
Oklahoma City, OK 73111

VI Marketing & Branding
125 Park Ave
Suite 200
Oklahoma City, OK 73102

Contract # 3371834

Schedule Dates 06/17/18-06/26/18
Advertiser CMA (17018)
Agency VI Marketing & Branding (16641)
Product ✓ POLITICAL ISSUE (ns) (1187)
Brand CMA - Branding16-TV (867723)
Salesperson HOUSE-OKLAHOMA CITY KOKH, KOKH (1426)
Sales Office KOKH/KOCB
Buyer Name Renee, Harriman,
Phone/Fax /
CPE 28/41/3892 ✓
Account Types Local/Political Issue Agency BRD
Billing Type Standard
Comments Separation: 30 ✓

Date Entered 06/12/18
Last Modified 06/12/18
Entered By Michael Silecchia
CO-OP No
Headline # NO ON SQ 788
Demo A55+/W55+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,660.00
Net Total \$20,740.00
Sales Tax

Oklahoma City (KOKH)

By Broadcast Month	Spots	Rate
Jun. 2018	27	\$20,400.00
Jul. 2018	6	\$4,000.00
Grand Total:	33	\$24,400.00

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	06/18/18-06/22/18	1	:30	9P- 9:50P (CST)	10	X	X	X	X	X			10	\$750.00	\$7,500.00	Oklahoma City (KOKH)	Daypart PT	6/12/18
2.0	Normal Line / SPOT	06/25/18-06/25/18	1	:30	9P- 9:50P (CST)	2	X							2	\$750.00	\$1,500.00	Oklahoma City (KOKH)	Daypart PT	6/12/18
3.0	Normal Line / SPOT	06/18/18-06/22/18	1	:30	11A- 12P (CST)	5	X	X	X	X	X			5	\$300.00	\$1,500.00	Oklahoma City (KOKH)	Daypart DT	6/12/18
4.0	Normal Line / SPOT	06/25/18-06/26/18	1	:30	11A- 12P (CST)	2	X	X						2	\$300.00	\$600.00	Oklahoma City (KOKH)	Daypart DT	6/12/18
5.0	Normal Line / SPOT	06/18/18-06/22/18	1	:30	4P- 5P (CST)	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Oklahoma City (KOKH)	Daypart DT	6/12/18
6.0	Normal Line / SPOT	06/25/18-06/25/18	1	:30	4P- 5P (CST)	1	X							1	\$700.00	\$700.00	Oklahoma City (KOKH)	Daypart DT	6/12/18
7.0	Normal Line / SPOT	06/18/18-06/22/18	1	:30	6:30P- 7P (CST)	5	X	X	X	X	X			5	\$1,200.00	\$6,000.00	Oklahoma City (KOKH)	Daypart PA	6/12/18
8.0	Normal Line / SPOT	06/25/18-06/25/18	1	:30	6:30P- 7P (CST)	1	X							1	\$1,200.00	\$1,200.00	Oklahoma City (KOKH)	Daypart PA	6/12/18
9.0	Normal Line / SPOT	06/17/18-06/17/18	1	:30	9P- 10P (CST)	1							X	1	\$950.00	\$950.00	Oklahoma City (KOKH)	Daypart PT	6/12/18
10.0	Normal Line / SPOT	06/24/18-06/24/18	1	:30	9P- 10P (CST)	1							X	1	\$950.00	\$950.00	Oklahoma City (KOKH)	Daypart PT	6/12/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

S. Nowell

6/13/18

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.

New Order

Agency: VI Marketing & Branding
Office: Oklahoma City
Client: 28 - CMA Strategies
Product: 41 - CMA Strategies
Piggyback Product:
Estimate: 3892 - OKC TV 2018

Station: KOKH-TV
Order Type: Normal
Cancel Date:
Received in ePort: 6/12/2018 11:23:51 AM

Flight Start: 06/11/2018
Flight End: 07/01/2018
Hiatus:

Primary Demo: A55+
Demo 2: W55+
Demo 3:
GRP: 92.40
CPP: \$264.07
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: KOKH-TV
AE: Michael Silecchia - Manager
Phone:
OrderID: 7433846
Status: Forwarded

Airtime Dollars: \$24,400.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$24,400.00
Total Spots: 33

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len															Total A55+				
						6/11	6/12	6/13	6/14	6/15	6/16	6/17	6/18	6/19	6/20	6/21	6/22	6/23	6/24	Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 9P-9:50P FOX PRM NEWS@9<	PT	\$750.00	C	30	0	0	0	0	0	0	0	2	2	2	2	2	0	0	12	2.60	\$288.46		
2	MTuWThF 11A-12P MILLIONAIRE	DT	\$300.00	C	30	0	0	0	0	0	0	0	1	1	1	1	1	0	0	7	2.00	\$150.00		
3	MTuWThF 4P-5P JUDGE JUDY/JUDGE JUDY B	DT	\$700.00	C	30	0	0	0	0	0	0	0	1	1	1	1	1	0	0	6	3.00	\$233.33		
4	MTuWThF 6:30P-7P BG BNG THRY B	PA	\$1,200.00	C	30	0	0	0	0	0	0	0	1	1	1	1	1	0	0	6	3.80	\$315.79		
5	Su 9P-10P FOX-NEWS@9 SU<	PT	\$950.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1	2	3.20	\$296.88		
Total Spots:						0	0	0	0	0	0	1	5	5	5	5	5	0	1					
Total GRP:						0.0	0.0	0.0	0.0	0.0	0.0	3.2	14.0	14.0	14.0	14.0	14.0	0.0	3.2					

Line	Daypart	DPT												Total	A55+			
No	(Program)	Code	Rate	C/T	Len	6/25	6/26	6/27	6/28	6/29	6/30	7/1	Spots	Rtg	CPP	Imp	CPM	
1	MTuWThF 9P-9:50P FOX PRM NEWS@9<	PT	\$750.00	C	30	2	0	0	0	0	0	0	12	2.60	\$288.46			
2	MTuWThF 11A-12P MILLIONAIRE	DT	\$300.00	C	30	1	1	0	0	0	0	0	7	2.00	\$150.00			
3	MTuWThF 4P-5P JUDGE JUDY/JUDGE JUDY B	DT	\$700.00	C	30	1	0	0	0	0	0	0	6	3.00	\$233.33			

New Order (Page 2)

Agency: VI Marketing & Branding
Client: 28 - CMA Strategies
Flight Start: 06/11/2018

Station: KOKH-TV
Product: 41 - CMA Strategies
Flight End: 07/01/2018

Order ID: 7433846
Estimate: 3892 - OKC TV 2018
Received in ePort: 6/12/2018 11:23:51 AM

Line	Daypart	DPT											Total	A55+			
No	(Program)	Code	Rate	C/T	Len	6/25	6/26	6/27	6/28	6/29	6/30	7/1	Spots	Rtg	CPP	Imp	CPM
4	MTuWThF 6:30P-7P BG BNG THRY B	PA	\$1,200.00	C	30	1	0	0	0	0	0	0	6	3.80	\$315.79		
5	Su 9P-10P FOX-NEWS@9 SU<	PT	\$950.00	C	30	0	0	0	0	0	0	0	2	3.20	\$296.88		
Total Spots:						5	1	0	0	0	0	0					
Total GRP:						14.0	2.0	0.0	0.0	0.0	0.0	0.0					
Cash\$ - Spots: \$24,400.00 - 33 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$24,400.00 Total GRP - CPP: 92.4 - \$264.07 Total GIMP(000) - CPM: 0 - \$0.00																	

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KOKH OKC	Date: 6/12/18
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I, VI MARKETING AND BRANDING
do hereby request station time concerning the following issue:

NO ON SQ 788

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
ATTACHED					

This broadcast time will be used by: SQ 788 IS NOT MEDICAL

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

SD 788 IS NOT MEDICAL

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

GLEN COFFEY (TREASURER)
405-601-1616
DR. KEVIN TAUSMAN
405-314-6208

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

6-12-18 [Signature] 465-525-0055
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted [Signature] ☐ Accepted in Part [Signature] ☐ Rejected
 Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
ATTACHED					

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.