

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>KNCH, Wichita KS</u>	Date: <u>7/5/17</u>
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I, Lauren Zaniewski

do hereby request station time concerning the following issue:

<u>Coalition to Protect America's Health Care (CPAH)</u>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: Coalition to Protect America's Health Care (CPAH)

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)

6/5/17 *Etta Fialak* 202-626-2358
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Wes Good Wes Good NSM
Signature Printed Name Title

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):

Health Care

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

Coalition to Protect America's Health Care (CPAH)
800 10th St, NW, Suite 400
Washington DC 20001

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):

See Attached

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

CONTRACT

KWCH12 KWCH
 KBSD KBSH KBSL 2815 E. 37th Street North
 Wichita, KS 67219
 KWCH.COM (316) 838-1212

And:

Mentzer Media Services
 210 W Penn Ave
 STE 250
 Towson, MD 21204

<u>Contract / Revision</u> 599468 /		<u>Alt Order #</u> WOC10671838
<u>Product</u> MCPAH		
<u>Contract Dates</u> 06/24/17 - 06/29/17	<u>Estimate #</u> 4589	
<u>Advertiser</u> Coalition to Protect Americans Health Care		<u>Original Date / Revision</u> 07/05/17 / 07/05/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWCH	<u>Account Executive</u> Wichita House	<u>Sales Office</u> Wichita Nationa
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 59.90
<u>Agcy Code</u> 9912736	<u>Advertiser Code</u> 382	<u>Product 1/2</u> 463
<u>Agency Ref</u> 1244	<u>Advertiser Ref</u> 142867	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	All	06/24/17	06/29/17	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/24/17	06/30/17	11-1----				3	\$300.00		3.00			
2	All	06/24/17	06/28/17	CBS Evening News	5:30 PM-6:00 PM		:30			P-03		NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/24/17	06/30/17	1-1----				2	\$525.00		6.70			
3	All	06/24/17	06/29/17	Eyewitness News @ 6:00 PM	6:00 PM-6:30 PM		:30			P-02		NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/24/17	06/30/17	-1-1----				2	\$600.00		7.60			
4	All	06/24/17	06/24/17	Eyewitness News @ 11:00 PM	10:35 PM-11:35 PM		:30			P-02		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/19/17	06/25/17	-----1-				1	\$400.00		7.10			
5	All	06/24/17	06/28/17	Eyewitness News @ 10:10:00 PM	10:35 PM-11:35 PM		:30			P-02		NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/24/17	06/30/17	1-1----				2	\$750.00		7.60			
Totals									59.90				10	\$5,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/29/17 - 06/25/17	1	\$400.00	(\$60.00)	\$340.00
06/26/17 - 06/29/17	9	\$4,650.00	(\$697.50)	\$3,952.50
Totals	10	\$5,050.00	(\$757.50)	\$4,292.50

Signature: Date: 

(* Line Transactions: N = New, E = Edited, D = Deleted)

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising

WOC10671838 [00.00]

Order Printout



Order Status: New	Start/End Dates: 06/24/17 - 06/29/17	C/P/E: 382 / 463 / 4589
Traffic #: 6300984	Agency: Mentzer Media	Product Desc.: MCPAH
Buyer Order #: 6300984	Advertiser: 382 - Coalition to Protect America's Health Care	Estimate Desc.: CPAH 6.24-6.29 TV - MCPAH
AE: Unassigned (Wes Good)	Buyer:	Total Cost: \$5,050.00 (Cash)
Property: KWCH TV	Primary Demo: Adults 35+ (RTG)	Received Date: 6/23/17 7:39 AM
Sales Region: Local		

Comments:
Separation: 30

List Items				Spots										Totals			Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Jun 24							Total Spots	Total Cost	RTG	GRP	CPP	
1	CBS THIS MORNING	NM	:30	7:00 AM-8:00 AM	SSMTWTF	300.00	1							1	300.00	3.00	3.00	100.00	
	(Program: CBS THIS MORNING)																		
1	CBS THIS MORNING	NM	:30	7:00 AM-8:00 AM	-T--	300.00	1							1	300.00	3.00	3.00	100.00	
	(Program: CBS THIS MORNING)																		
1	CBS THIS MORNING	NM	:30	7:00 AM-8:00 AM	-T--	300.00	1							1	300.00	3.00	3.00	100.00	
	(Program: CBS THIS MORNING)																		
1	CBS THIS MORNING	NM	:30	7:00 AM-8:00 AM	-T--	300.00	1							1	300.00	3.00	3.00	100.00	
	(Program: CBS THIS MORNING)																		
2	CBS EVENING NEWS	NM	:30	5:30 PM-6:00 PM	-M--	525.00	1							1	525.00	6.70	6.70	78.36	
	(Program: CBS EVENING NEWS AT 530PM)																		
2	CBS EVENING NEWS	NM	:30	5:30 PM-6:00 PM	-M--	525.00	1							1	525.00	6.70	6.70	78.36	
	(Program: CBS EVENING NEWS AT 530PM)																		
2	CBS EVENING NEWS	NM	:30	5:30 PM-6:00 PM	-M--	525.00	1							1	525.00	6.70	6.70	78.36	
	(Program: CBS EVENING NEWS AT 530PM)																		
3	EYEWITNESS NEWS	NM	:30	6:00 PM-6:30 PM	--T-	600.00	1							1	600.00	7.60	7.60	78.95	
	(Program: EYEWITNESS NEWS AT 600PM)																		
3	EYEWITNESS NEWS	NM	:30	6:00 PM-6:30 PM	--T-	600.00	1							1	600.00	7.60	7.60	78.95	
	(Program: EYEWITNESS NEWS AT 600PM)																		
3	EYEWITNESS NEWS	NM	:30	6:00 PM-6:30 PM	--T-	600.00	1							1	600.00	7.60	7.60	78.95	
	(Program: EYEWITNESS NEWS AT 600PM)																		
4	EYEWITNESS NEWS	NM	:30	10:00 PM-10:35 PM	S---	400.00	1							1	400.00	7.10	7.10	56.34	
	(Program: EYEWITNESS NEWS AT 10:00PM)																		

List Items							Spots												Totals		Adults 35+								
Line	Program	ST	Len	Time	Days	Rate	Jun 24												Total Spots	Total Cost	RTG	GRP	CPP						
5	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	-M-----	750.00	1												1	750.00	7.50	7.60	98.68						
	(Program: EYEWITNESS NEWS AT 10:00PM)																												
5	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	---W---	750.00	1												1	750.00	7.50	7.60	98.68						
	(Program: EYEWITNESS NEWS AT 10:00PM)																												
							Spot Totals:												10						10				
							Adults 35+ GRP:												59.90										
MONTH		SPOTS		COST		GRP	MONTH		SPOTS		COST		GRP																
June		10		\$5,050.00		59.90																							