

4604

NAB Form PB-18 Issues

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location: <u>KWCH, Wichita KS</u>	Date: <u>6/28/17</u>
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I, Lauren Zaniewski

do hereby request station time concerning the following issue:

Coalition to Protect America's Health Care (CPAH)

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)

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)

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 *Pat Fulek* 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

CONTRACT

KWCH
 2815 E. 37th Street North
 Wichita, KS 67219
 (316) 838-1212

KBSD KBSH KBSL
KWCH.COM

Contract / Revision 603016 /		Alt Order # WOC10673986
Product MCPAH		
Contract Dates 06/30/17 - 07/07/17		Estimate # 4604
Advertiser Coalition to Protect Americans Health Care		Original Date / Revision 06/28/17 / 06/28/17
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KWCH	Account Executive Wichita House	Sales Office Wichita National
Special Handling		
Demographic Adults 35+		
		Total Ratings 59.90
Agcy Code 9912736	Advertiser Code 382	Product 1/2 463
Agency Ref 1244		Advertiser Ref 142867

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	All	06/30/17	07/05/17	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:		06/30/17	07/06/17	1-1-1--				3	\$300.00		3.00			
N 2	All	06/30/17	07/05/17	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:		06/30/17	07/06/17	1-1----				2	\$525.00		6.70			
N 3	All	06/30/17	07/07/17	Eyewitness News @ 6	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:		06/30/17	07/06/17	---1---				1	\$600.00		7.60			
Week:		07/07/17	07/13/17	----1--				1	\$600.00		7.60			
N 4	All	06/30/17	07/01/17	Eyewitness News @ 11	10:00 PM-10:35 P		:30			P-03		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:		06/26/17	07/02/17	-----1-				1	\$400.00		7.10			
N 5	All	06/30/17	07/02/17	M-F/Su 10p Metro	10:00 PM-10:35 P		:30			P-03		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:		06/26/17	07/02/17	----1-1				2	\$750.00		7.60			
Totals									59.90				10	\$5,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/26/17 - 07/07/17	10	\$5,050.00	(\$757.50)	\$4,292.50
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

WOC10673986 [00.00]

Order Printout



KWCH.COM

Order Status: New Start/End Dates: 06/30/17 - 07/07/17 C/P/E: 382 / 463 / 4604
 Traffic #: Agency: Mentzer Media Product Desc.: MCPAH
 Buyer Order #: 6314031 Advertiser: 382 - Coalition to Protect America's Health Care Estimate Desc.: CPAH 6.30-7.7 TV - MCPAH
 AE: Unassigned (Wes Good) Buyer: Total Cost: \$5,050.00 (Cash)
 Property: KWCH TV Primary Demo: Adults 35+ (RTG) Received Date: 6/28/17 7:40 AM
 Sales Region: Local

Comments:
 Separation: 30

List Items							Spots							Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Jun 30	Jul 7						Total Spots	Total Cost	RTG	GRP	CPP
1	CBS THIS MORNING	NM	:30	7:00 AM-9:00 AM	FSSMTWT		1	0						1	300.00	3.00	3.00	100.00
(Program: CBS THIS MORNING)																		
1	CBS THIS MORNING	NM	:30	7:00 AM-9:00 AM	--W-		1	0						1	300.00	3.00	3.00	100.00
(Program: CBS THIS MORNING)																		
1	CBS THIS MORNING	NM	:30	7:00 AM-9:00 AM	F----		1	0						1	300.00	3.00	3.00	100.00
(Program: CBS THIS MORNING)																		
2	CBS EVENING NEWS AT 530PM	NM	:30	5:30 PM-6:00 PM	--M--		1	0						1	525.00	6.70	6.70	78.36
(Program: CBS EVENING NEWS AT 530PM)																		
2	CBS EVENING NEWS AT 530PM	NM	:30	5:30 PM-6:00 PM	--W-		1	0						1	525.00	6.70	6.70	78.36
(Program: CBS EVENING NEWS AT 530PM)																		
3	EYEWITNESS NEWS AT 600PM	NM	:30	6:00 PM-6:30 PM	---T		1	0						1	600.00	7.60	7.60	78.95
(Program: EYEWITNESS NEWS AT 600PM)																		
3	EYEWITNESS NEWS AT 600PM	NM	:30	6:00 PM-6:30 PM	F----		0	1						1	600.00	7.60	7.60	78.95
(Program: EYEWITNESS NEWS AT 600PM)																		
4	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	-S---		1	0						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 30	Jul 7									Total Spots	Total Cost	RTG	GRP	CPP
5	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	F-----	750.00	1	0									1	750.00	7.60	7.60	98.68
(Program: EYEWITNESS NEWS AT 10:00PM)																					
5	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	--S----	750.00	1	0									1	750.00	7.60	7.60	98.68
(Program: EYEWITNESS NEWS AT 10:00PM)																					
Spot Totals:							9	1									10	\$5,050.00		59.90	
Adults 35+ GRP:							52.30	7.60													

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
July	10	\$5,050.00	59.90				