



Campaign YES on 2A 2017 option A
 Market(s) GRAND JUNCTION-MONTROSE
 Agency
 Advertiser
 Spot Length(s) :30
 Campaign Dates 3/1/2017-4/4/2017
 Book(s) May/16LP-Nov/16

AE/SR: Stacey Smith
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 Exported: 3/3/2017

#521467-KK

Station	Program Time	Book	RTG P55+	Shr P55+	HUT/PUT P55+	RTG P25-54	Shr P25-54	HUT/PUT P25-54	Need Rate	Need Rating	Need CPP	Len	Spots	3/1/2017	3/6/2017	3/13/2017
KKCO	JEOPARDY Mo-Fr 4:30p-5:00p	May/16LP-Nov/16	6.4	21.4	29.9	1.4	16.8	8.4	\$0.00			:30	\$55.00	\$55.00	\$55.00	
									4.2	Spots	0	3	3			
									\$0.00	CPP	\$8.59	\$8.59	\$8.59			
KKCO	11 NEWS AT 5:00 Mo-Fr 5:00p-5:30p	May/16LP-Nov/16	8.7	19.7	44.0	1.6	10.7	14.9	\$0.00			:30	\$85.00	\$85.00	\$85.00	
									6.0	Spots	0	4	0			
									\$0.00	CPP	\$9.77	\$9.77	\$9.77			
KKCO	11 NEWS AT 6:00 Mo-Fr 6:00p-6:30p	May/16LP-Nov/16	11.2	23.8	46.9	2.6	12.9	19.7	\$0.00			:30	\$110.00	\$110.00	\$110.00	
									8.3	Spots	0	0	4			
									\$0.00	CPP	\$9.82	\$9.82	\$9.82			
KKCO	WHEEL OF FORTUNE Mo-Fr 6:30p-7:00p	May/16LP-Nov/16	10.5	21.9	47.8	2.9	13.5	21.7	\$0.00			:30	\$110.00	\$110.00	\$110.00	
									7.7	Spots	0	2	2			
									\$0.00	CPP	\$10.48	\$10.48	\$10.48			
KKCO	11 NEWS AT 10PM Mo-Fr 10:00p-10:35p	May/16LP-Nov/16	8.8	28.6	30.7	3.4	19.4	17.6	\$0.00			:30	\$160.00	\$160.00	\$160.00	
									6.7	Spots	0	3	3			
									\$0.00	CPP	\$18.18	\$18.18	\$18.18			
KJCT	GOOD MORNING AMERICA Mo-Fr 7:00a-9:00a	May/16LP-Nov/16	5.5	24.7	22.2	4.5	40.7	11.1	\$0.00			:30	\$0.00	\$130.00	\$130.00	
									5.5	Spots	0	3	3			
									\$0.00	CPP	\$0.00	\$23.64	\$23.64			

Bookend
Bookend

Demo	Len	Totals
Total Grps P55+	:30	568.8
Total Grps P25-54	:30	189.6
Total Avg CPP	:30	\$13.16
Total Spots		69
Total Cost		\$7,485.00

#521505-KJ

Traffic -

Bookend A
Bookend B

:30 Event center :30 S (either or)

:30

:30 S (young worker)

Evening news

Morning News
KJ

[Signature]
Buyer signature/datt

Note yes on 2A
paid for by: SAY YES FOR GJ

3/20/2017	3/27/2017	4/3/2017	Total Cost Total Spots Weighted CPP
\$55.00 3 \$8.59	\$55.00 3 \$8.59	\$55.00 1 \$8.59	\$715.00 13 \$8.59
\$85.00 3 \$9.77	\$85.00 4 \$9.77	\$85.00 1 \$9.77	\$1,020.00 12 \$9.77
\$110.00 0 \$9.82	\$110.00 4 \$9.82	\$110.00 1 \$9.82	\$990.00 9 \$9.82
\$110.00 2 \$10.48	\$110.00 2 \$10.48	\$110.00 1 \$10.48	\$990.00 9 \$10.48
\$160.00 3 \$18.18	\$160.00 3 \$18.18	\$160.00 1 \$18.18	\$2,080.00 13 \$18.18
\$130.00 3 \$23.64	\$130.00 3 \$23.64	\$130.00 1 \$23.64	\$1,690.00 13 \$23.64

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KKCO	Date: 3/3/17
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I, Landon Balding of Monumental Events
do hereby request station time concerning the following issue:

City of Grand Junction Referred Measure 2A
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>See attached</u>					

This broadcast time will be used by: Say yes for Grand Junction

**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):

Say Yes For Grand Junction, Attn: Mike Anton
819 Ute Ave, Grand Junction CO 81501

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):

Mike Anton, Chair	Landon Baldwin
Kevin Reimer	Jodi Niernberg
Steve Reimer	Jeff Franklin

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

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.