



WIBW
631 SW Commerce Pl
Topeka, KS 66615
(785) 272-6397

CONTRACT

<u>Contract / Revision</u> 877403 /		<u>Alt Order #</u>
<u>Product</u> DENNIS TAYLOR SEC OF STATE		
<u>Contract Dates</u> 07/16/18 - 08/07/18	<u>Estimate #</u> 2018 3Q	
<u>Advertiser</u> Dennis Taylor Sec of State KS		<u>Original Date / Revision</u> 07/12/18 / 07/12/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WIBW	<u>Account Executive</u> Brian Haug	<u>Sales Office</u> Topeka Local
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u> 141446	<u>Advertiser Ref</u> 150627	<u>Product 1/2</u>

And:

Dennis Taylor Sec of State KS
3934 SW Wanamaker Rd
Topeka, KS 66610

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIBW	07/16/18	08/07/18	13 News This Morning @ 6a	558a-7a		:15				NM	10	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/16/18	07/22/18	MTWT---				4	\$47.50				
	Week:	07/23/18	07/29/18	-----				0	\$47.50				
	Week:	07/30/18	08/05/18	MTWT---				4	\$47.50				
	Week:	08/06/18	08/12/18	MT-----				2	\$47.50				
N 2	WIBW	07/23/18	07/29/18	13 News This Morning @ 6a	558a-7a		:30				NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	MTWT---				4	\$95.00				
N 3	WIBW	07/16/18	08/07/18	CBS This Morning Hr 1	7a-8a		:15				NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/16/18	07/22/18	MTWT---				4	\$50.00				
	Week:	07/23/18	07/29/18	-----				0	\$0.00				
	Week:	07/30/18	08/05/18	MTWT---				4	\$50.00				
	Week:	08/06/18	08/12/18	MT-----				2	\$50.00				
N 4	WIBW	07/23/18	07/29/18	CBS This Morning Hr 1	7a-8a		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	1111---				4	\$100.00				
N 5	WIBW	07/16/18	08/07/18	Midday in Kansas	12p-1230p		:15				NM	10	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/16/18	07/22/18	MTWT---				4	\$62.50				
	Week:	07/23/18	07/29/18	-----				0	\$0.00				
	Week:	07/30/18	08/05/18	MTWT---				4	\$62.50				
	Week:	08/06/18	08/12/18	MT-----				2	\$62.50				
N 6	WIBW	07/23/18	07/29/18	Midday in Kansas	12p-1230p		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	1111---				4	\$125.00				
N 7	WIBW	07/16/18	08/07/18	13 News Eye on NE KS@4p	4p-430p		:15				NM	10	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/16/18	07/22/18	MTWT---				4	\$20.00				
	Week:	07/23/18	07/29/18	MTWT---				0	\$20.00				
	Week:	07/30/18	08/05/18	MTWT---				4	\$20.00				
	Week:	08/06/18	08/12/18	MT-----				2	\$20.00				
N 8	WIBW	07/23/18	07/29/18	13 News Eye on NE KS@4p	4p-430p		:30				NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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

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



WIBW
631 SW Commerce Pl
Topeka, KS 66615
(785) 272-6397

<u>Contract / Revision</u> 877403 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/16/18 - 08/07/18	<u>Product</u> DENNIS TAYLOR SEC	<u>Estimate #</u> 2018 3Q
<u>Advertiser</u> Dennis Taylor Sec of Stat		<u>Original Date / Revision</u> 07/12/18 / 07/12/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	MTWT---				4	\$40.00				
N 9	WIBW	07/16/18	08/05/18	13 News @ 6p	6p-630p		:15				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	M-W----				2	\$125.00				
Week:		07/23/18	07/29/18	M-W----				0	\$0.00				
Week:		07/30/18	08/05/18	M-W----				2	\$125.00				
N 10	WIBW	07/23/18	07/29/18	13 News @ 6p	6p-630p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	M-W----				2	\$250.00				
N 11	WIBW	07/16/18	08/05/18	13 News @ 10p M-F	10p-1035p		:15				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-T-T---				2	\$175.00				
Week:		07/23/18	07/29/18	-T-T---				0	\$175.00				
Week:		07/30/18	08/05/18	-T-T---				2	\$175.00				
N 12	WIBW	07/23/18	07/29/18	13 News @ 10p M-F	10p-1035p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-T-T---				2	\$350.00				
Totals								0.00				68	\$5,640.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/29/18	40	\$3,960.00	(\$594.00)	\$3,366.00
07/30/18 - 08/07/18	28	\$1,680.00	(\$252.00)	\$1,428.00
Totals	68	\$5,640.00	(\$846.00)	\$4,794.00

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



2018 DENNIS TAYLOR - JULY 16-AUG 7

Book: July 2017 LivePlus

Proposal ID: 199641
Station: WIBW
Schedule Date: 7/16/2018 - 8/7/2018
Advertiser: <No Advertiser>
Spot Length(s): :15,:30
Book: July 2017 LivePlus
Author: BRIAN HAUG

Acct. Exec: Brian Haug
Phone #: 785-221-5326
Email: brian.haug@wibw.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 7/16/2018-8/7/2018

Program Time	Spot Length	JL 16	JL 23	JL 30	AU 6	DMA P35+ RTG	Wks	Rate Spots
WIBW								
13 NEWS THIS MORNING 6AM	:15	4	--	4	2	4.7	3	\$47.50
GRPs/Impressions						47		10
SHR						39.0		
CPP/CPM						\$10.11		
Mo-Th 6:00a-7:00a						Run Dates: 9/5/2014-12/31/2036		
13 NEWS THIS MORNING 6AM	:30	--	4	--	--	4.7	1	\$95.00
GRPs/Impressions						18.8		4
SHR						39.0		
CPP/CPM						\$20.21		
Mo-Th 6:00a-7:00a						Run Dates: 9/5/2014-12/31/2036		
CBS THIS MORNING HOUR 1	:15	4	--	4	2	4.9	3	\$50.00
GRPs/Impressions						49		10
SHR						27.1		
CPP/CPM						\$10.20		
Mo-Th 7:00a-8:00a						Run Dates: 9/26/2014-12/31/2036		
CBS THIS MORNING HOUR 1	:30	--	4	--	--	4.9	1	\$100.00
GRPs/Impressions						19.6		4
SHR						27.1		
CPP/CPM						\$20.41		
Mo-Th 7:00a-8:00a						Run Dates: 9/26/2014-12/31/2036		
MIDDAY IN KANSAS	:15	4	--	4	2	8.3	3	\$62.50
GRPs/Impressions						83		10
SHR						39.1		
CPP/CPM						\$7.53		
Mo-Th 12:00p-12:30p						Run Dates: 9/5/2014-12/31/2036		
MIDDAY IN KANSAS	:30	--	4	--	--	8.3	1	\$125.00
GRPs/Impressions						33.2		4
SHR						39.1		
CPP/CPM						\$15.06		
Mo-Th 12:00p-12:30p						Run Dates: 9/5/2014-12/31/2036		
13 NEWS EYE ON NE KS	:15	4	--	4	2	0.3	3	\$20.00
GRPs/Impressions						3		10
SHR						1.6		
CPP/CPM						\$66.67		
Mo-Th 4:00p-4:30p						Run Dates: 9/18/2017-12/31/2036		
13 NEWS EYE ON NE KS	:30	--	4	--	--	0.3	1	\$40.00
GRPs/Impressions						1.2		4
SHR						1.6		
CPP/CPM						\$133.33		
Mo-Th 4:00p-4:30p						Run Dates: 9/18/2017-12/31/2036		
13 NEWS @ 6P	:15	2	--	2	--	10.6	2	\$125.00
GRPs/Impressions						42.4		4
SHR						29.2		
CPP/CPM						\$11.79		
M,T,W 6:00p-6:30p						Run Dates: 9/5/2014-12/31/2036		



2018 DENNIS TAYLOR - JULY 16-AUG 7

Book: July 2017 LivePlus

Proposal ID: 199641
 Station: WIBW
 Schedule Date: 7/16/2018 - 8/7/2018
 Advertiser: <No Advertiser>
 Spot Length(s): :15,:30
 Book: July 2017 LivePlus
 Author: BRIAN HAUG

Acct. Exec: Brian Haug
 Phone #: 785-221-5326
 Email: brian.haug@wibw.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 7/16/2018-8/7/2018

Program Time	Spot Length	JL 16	JL 23	JL 30	AU 6	DMA P35+ RTG	W k s	Rate Spots
WIBW								
13 NEWS @ 6P	:30	--	2	--	--	10.6	1	\$250.00
GRPs/Impressions						21.2		2
SHR						29.2		
CPP/CPM						\$23.58		
M,W 6:00p-6:30p						Run Dates: 9/5/2014-12/31/2036		
13 NEWS @ 10P	:15	2	--	2	--	10.7	2	\$175.00
GRPs/Impressions						42.8		4
SHR						31.2		
CPP/CPM						\$16.36		
T,R 10:00p-10:35p						Run Dates: 9/5/2014-12/31/2036		
13 NEWS @ 10P	:30	--	2	--	--	10.7	1	\$350.00
GRPs/Impressions						21.4		2
SHR						31.2		
CPP/CPM						\$32.71		
T,R 10:00p-10:35p						Run Dates: 9/5/2014-12/31/2036		

Total Cost: \$5,640.00
 Agency Commission @ 15% \$846.00
 Net Cost: \$4,794.00

Signature _____

General Summary (DMA P35+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach
WIBW	68	\$5,640.00	382.6	835.4	\$14.74	\$6.75	87.8	4.4	58.9	184,184

Monthly Summary (DMA P35+ D.RTG)

Month	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM
Jul/18	40	59	\$3,960.00	70	230.8	60	504.0	\$17.16	\$7.86
Aug/18	28	41	\$1,680.00	30	151.8	40	331.4	\$11.07	\$5.07
Total (DMA P35+)	68	100	\$5,640.00	100	382.6	100	835.4	\$14.74	\$6.75

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:WIBW-TV, Topeka, Kansas**Date:**6-21-2018I, Dennis Taylor,being/on behalf of: Dennis Taylor for Secretary of State, a legally
qualified candidate of the Republican politicalparty for the office of: Secretary of Statein the Primaryelection to be held on: August 7, 2018

do hereby request station time as follows:

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

Total Charges:

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 office(s) being sought and the date(s) of the election(s) (if applicable):

Dennis Taylor for Secretary of State, August 7, 2018

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Dennis Taylor for Secretary of State, Bob Stephan, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree 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), I also agree 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

6-21-2018 *Dennis Taylor* *(785) 845-7616*
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ 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

Total Charges:

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 times the spots 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 specific spots aired.