



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

# CONTRACT

And:

**Great American Media**  
**3050 K Street NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 946750 /		<u>Alt Order #</u>
<u>Product</u> KANSAS VALUES INSTITUTE		
<u>Contract Dates</u> 11/02/18 - 11/05/18	<u>Estimate #</u> 7219A	
<u>Advertiser</u> Kansas Values Institute		<u>Original Date / Revision</u> 11/01/18 / 11/01/18
<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 Nationa
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u> 9913721	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 1726	<u>Advertiser Ref</u> 47067	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIBW	11/02/18	11/05/18	13 News @ 6p	6p-630p		:15/:15				BK	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/02/18	11/08/18	1---1--	2			\$2,000.00					
N 2	WIBW	11/02/18	11/05/18	13 News @ 10p M-F	10p-1035p		:15/:15				BK	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/02/18	11/08/18	1---1--	2			\$2,000.00					
N 3	WIBW	11/02/18	11/05/18	CBS Sunday Morning	8a-930a		:15/:15				BK	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/02/18	11/08/18	-----2	2			\$2,250.00					
N 4	WIBW	11/02/18	11/05/18	KC Chiefs Early Game	12p-4p		:15/:15				BK	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/02/18	11/08/18	-----1	1			\$8,500.00					
N 5	WIBW	11/02/18	11/05/18	13 News Late Run	10:30 PM-11:05 PM		:15/:15				BK	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/02/18	11/08/18	-----2	2			\$2,000.00					
Totals								0.00				9	\$25,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/29/18 - 11/05/18	9	\$25,000.00	(\$3,750.00)	\$21,250.00
Totals	9	\$25,000.00	(\$3,750.00)	\$21,250.00

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](http://www.gray.tv/advertising)



Est 7219A

Book: November 2017 LivePlus

Station: WIBW  
 Schedule Date: 11/2/2018 - 11/5/2018  
 Advertiser: Kansas Values Institute  
 Product: Issue - State - Other  
 Agency: Great American Media  
 Spot Length(s): :30  
 Book: November 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: 11/2/2018-11/5/2018

Program Time	Spot Length	NO 2	NO 5	DMA P35+ RTG	W k s	Rate Spots
<b>WIBW</b>						
13 NEWS @ 6P	:30	1	1	10.6	2	\$2,000.00
GRPs/Impressions				21.2		2
CPP/CPM				\$188.68		
Mo-Fr 6:00p-6:30p				Run Dates: 9/5/2014-12/31/2036		
13 NEWS @ 10P	:30	1	1	11.2	2	\$2,000.00
GRPs/Impressions				22.4		2
CPP/CPM				\$178.57		
Mo-Fr 10:00p-10:35p				Run Dates: 9/5/2014-12/31/2036		
CBS SUNDAY MORNING	:30	2	--	5.7	1	\$2,250.00
GRPs/Impressions				11.4		2
CPP/CPM				\$394.74		
Sun 8:00a-9:30a				Run Dates: 9/5/2014-12/31/2036		
NFL - CHIEFS @ BROWNS	:30	1	--	8.3	1	\$8,500.00
GRPs/Impressions				8.3		1
CPP/CPM				\$1,024.10		
Sun 12:00p-4:00p				Run Dates: 11/4/2018-11/4/2018		
13 NEWS @ 10P SUNDAY - LATE	:30	2	--	5.5	1	\$2,000.00
GRPs/Impressions				11		2
CPP/CPM				\$363.64		
Sun 10:30p-11:05p				Run Dates: 9/3/2018-12/30/2018		

Total Cost: \$25,000.00  
 Agency Commission @ 15% \$3,750.00  
 Net Cost: \$21,250.00

Signature \_\_\_\_\_

General Summary ( DMA P35+ D.RTG )

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
WIBW	9	\$25,000.00	74.3	156.3	\$336.47	\$159.95	47.8	1.6	14.8	100,193	209,724

*Bookends*



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Great American Media

do hereby request station time concerning the following issue:

KS Gubernatorial Race
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: Kansas Values Institute

**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):

Kansas Values Institute  
PO Box 97 Lawrence KS 66044

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):

Daniel Watkins  
Sharon Rose  
Ann Gates  
Ryan Wright

**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)***

9/14/2018

Date

Andrew Hutson

Digitally signed by Andrew Hutson  
Date: 2018.09.14 20:56:17 -04'00'

Signature

202-338-8700

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
AS ORDERED					

**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.**