



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

# CONTRACT

<u>Contract / Revision</u> 940998 /		<u>Alt Order #</u> WOC11840407
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/24/18 - 11/06/18		<u>Estimate #</u> 1075
<u>Advertiser</u> Schwab for Secretary of State (KS)		<u>Original Date / Revision</u> 10/23/18 / 10/23/18
<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>Agv Code</u> 9915283	<u>Advertiser Code</u> 86	<u>Product 1/2</u> 107
<u>Agency Ref</u> 8737		<u>Advertiser Ref</u> 152598

And:

**Pinpoint Media-Alexandria**  
**1707 Osage St 103**  
**Alexandria, VA 22302**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIBW	10/24/18	11/06/18	13 News This Morning @ 6a	6:00 AM-7:00 AM		:30				NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	1-1-1--				3	\$150.00				
	Week:	10/31/18	11/06/18	111-1--				4	\$150.00				
N 2	WIBW	10/31/18	11/06/18	CBS This Morning	7:00 AM-9:00 AM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/18	11/06/18	11-----				2	\$500.00				
N 3	WIBW	10/24/18	11/05/18	Price Is Right	10:00 AM-11:00 AM		:30				NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-111---				3	\$325.00				
	Week:	10/31/18	11/06/18	1-1----				2	\$325.00				
N 4	WIBW	10/24/18	11/06/18	Midday in Kansas	12:00 PM-12:30 PM		:30				NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	1--11--				3	\$225.00				
	Week:	10/31/18	11/06/18	111-1--				4	\$225.00				
N 5	WIBW	10/24/18	11/05/18	Live @ 5p	5:00 PM-5:30 PM		:30				NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	1111---				4	\$225.00				
	Week:	10/31/18	11/06/18	1--11--				3	\$225.00				
N 6	WIBW	10/24/18	11/05/18	13 News @ 6p	6:00 PM-6:30 PM		:30				NM	7	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	1111---				4	\$425.00				
	Week:	10/31/18	11/06/18	1-11---				3	\$425.00				
N 7	WIBW	10/24/18	11/05/18	M-F Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	1--1---				2	\$450.00				
	Week:	10/31/18	11/06/18	1--1---				2	\$450.00				
N 8	WIBW	10/24/18	11/05/18	13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-11----				2	\$550.00				
	Week:	10/31/18	11/06/18	1--1---				2	\$550.00				
D 9	WIBW	10/24/18	11/05/18	Late Show	10:35 PM-11:35 PM		:30				NM	0	\$0.00
D 10	WIBW	10/24/18	10/30/18	Tuesday Prime Hr 1	7:00 PM-8:00 PM		:30				NM	0	\$0.00
D 11	WIBW	10/24/18	10/24/18	Wednesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	0	\$0.00

(\* 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)



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

<u>Contract / Revision</u> 940998 /		<u>Alt Order #</u> WOC11840407
<u>Contract Dates</u> 10/24/18 - 11/06/18	<u>Product</u> Candidate	<u>Estimate #</u> 1075
<u>Advertiser</u> Schwab for Secretary of		<u>Original Date / Revision</u> 10/23/18 / 10/23/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 12	WIBW	10/24/18	11/02/18	Friday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
N 13	WIBW	10/24/18	11/03/18	13 News Sat Edition	8:00 AM-9:00 AM		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-----1-				1	\$75.00				
	Week:	10/31/18	11/06/18	-----1-				1	\$75.00				
N 14	WIBW	10/24/18	11/03/18	13 News @ 6p Sat	6:00 PM-6:30 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-----1-				1	\$225.00				
	Week:	10/31/18	11/06/18	-----1-				1	\$225.00				
N 15	WIBW	10/24/18	11/03/18	Sat Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-----1-				1	\$225.00				
	Week:	10/31/18	11/06/18	-----1-				1	\$225.00				
D 16	WIBW	10/24/18	11/03/18	Saturday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
N 17	WIBW	10/31/18	11/03/18	13 News @ 10p Sat	10:00 PM-10:35 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/18	11/06/18	-----1-				1	\$350.00				
N 18	WIBW	10/24/18	11/04/18	CBS Sunday Morning	8:00 AM-9:30 AM		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-----1				1	\$275.00				
	Week:	10/31/18	11/06/18	-----1				1	\$275.00				
N 19	WIBW	10/31/18	11/04/18	Face The Nation	9:30 AM-10:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/18	11/06/18	-----1				1	\$350.00				
N 20	WIBW	10/24/18	11/04/18	13 News Sun Edition	10:00 AM-10:30 AM		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-----1				1	\$75.00				
	Week:	10/31/18	11/06/18	-----2				2	\$75.00				
N 21	WIBW	10/24/18	11/04/18	13 News @ 530p Sun	5:30 PM-6:00 PM		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/18	10/30/18	-----1				1	\$200.00				
	Week:	10/31/18	11/06/18	-----1				1	\$200.00				
D 22	WIBW	10/31/18	11/04/18	Sunday Prime Hr 1	6:00 PM-7:00 PM		:30				NM	0	\$0.00
D 23	WIBW	10/24/18	11/04/18	13 News @ 10p Sun	10:00 PM-10:35 PM		:30				NM	0	\$0.00
D 24	WIBW	10/24/18	11/04/18	13 News Late Run	10:35 PM-11:05 PM		:30				NM	0	\$0.00
<b>Totals</b>								<b>0.00</b>				<b>58</b>	<b>\$16,725.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	18	\$4,775.00	(\$716.25)	\$4,058.75
10/29/18 - 11/06/18	40	\$11,950.00	(\$1,792.50)	\$10,157.50
<b>Totals</b>	<b>58</b>	<b>\$16,725.00</b>	<b>(\$2,508.75)</b>	<b>\$14,216.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_





## Buy Detail Report

Date: 10/23/2018

Client: Schwab for Secretary of State (KS) Estimate: 1075  
Media: TV Description: TV- Schwab for SOS 10.24-11.6  
Product: Candidate Flight Start Date: 10/24/2018 03:00 AM  
Market: Topeka Flight End Date: 11/6/2018 02:59 AM  
Separation between spots: 30 Buyer: Danette Segroves  
Send Billing To: Pinpoint Media, LLC  
1707 Osage St.  
Suite 103  
Alexandria, VA 22302  
Phone: 571-970-6621

Daypart Program	STN Gross	Days Dur	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
Topeka																	
WIBW-TV																	
MTuWThF 6:00a-7:00a	\$150.00	Affiliation: CBS	30	1	0	1	0	0	1	0	1	0	1	0	0	1	7
13 NEWS THIS MORNING 6AM																	
MTuWThF 7:00a-9:00a	\$500.00		30	0	0	0	0	0	0	0	0	0	0	0	1	1	2
CBS THIS MORNING HR 1																	
MTuWThF 10:00a-11:00a	\$325.00		30	1	1	0	0	0	1	1	0	0	0	0	1	0	5
PRICE IS RIGHT																	
MTuWThF 12:00p-12:30p	\$225.00		30	0	1	1	0	0	1	0	1	0	1	0	0	1	7
MID DAY IN KANSAS																	
MTuWThF 5:00p-5:30p	\$225.00		30	1	1	0	0	0	1	1	0	1	0	0	1	0	7
LIVE AT FIVE																	
MTuWThF 6:00p-6:30p	\$425.00		30	1	1	0	0	0	1	1	1	0	0	0	1	0	7
13 NEWS @ 6P																	
MTuWThF 6:30p-7:00p	\$450.00		30	0	1	0	0	0	1	0	1	0	0	0	1	0	4
WHEEL OF FORTUNE																	
MTuWThF 10:00p-10:35p	\$550.00		30	1	0	0	0	0	1	0	1	0	0	0	1	0	4
13 NEWS @ 10P																	
Sa 8:00a-9:00a	\$75.00		30	0	0	0	1	0	0	0	0	0	1	0	0	0	2
13 NEWS SATURDAY EDITION																	
Sa 6:00p-6:30p	\$225.00		30	0	0	0	1	0	0	0	0	0	1	0	0	0	2
13 NEWS @ 6P SATURDAY																	
Sa 6:30p-7:00p	\$225.00		30	0	0	0	1	0	0	0	0	0	1	0	0	0	2
WHEEL OF FORTUNE SATURDAY																	
Sa 10:00p-10:35p	\$350.00		30	0	0	0	0	0	0	0	0	0	1	0	0	0	1
13 NEWS @ 10P SATURDAY																	
Su 8:00a-9:30a	\$275.00		30	0	0	0	0	1	0	0	0	0	0	1	0	0	2
CBS SUNDAY MORNING																	



# Buy Detail Report

Date: 10/23/2018

<b>Client:</b> Schwab for Secretary of State (KS)	<b>Estimate:</b> 1075	<b>Send Billing To:</b> Pinpoint Media, LLC
<b>Media:</b> TV	<b>Description:</b> TV-Schwab for SOS 10.24-11.6	1707 Osage St.
<b>Product:</b> Candidate	<b>Flight Start Date:</b> 10/24/2018 03:00 AM	Suite 103
<b>Market:</b> Topeka	<b>Flight End Date:</b> 11/6/2018 02:59 AM	Alexandria, VA 22302
<b>Separation between spots:</b> 30	<b>Buyer:</b> Danette Segroves	<b>Phone:</b> 571-970-6621

Daypart Program	STN Gross	Days Dur	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
<b>Topeka</b>																	
<b>WIBW-TV</b>		<b>Affiliation:</b> CBS															
Su 9:30a-10:00a	\$350.00	30	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
FACE THE NATION 1																	
Su 10:00a-10:30a	\$75.00	30	0	0	0	0	1	0	0	0	0	0	0	2	0	0	3
13 NEWS SUNDAY EDITION																	
Su 5:30p-6:00p	\$200.00	30	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2
13 NEWS AT 5:30																	
<b>Total Cost:</b>	<b>\$16,725.00</b>	<b>Total Spots:</b>	<b>5</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>58</b>

## 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**

<b>Station and Location:</b>	<b>Date:</b> 10.23.18
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I, Pinpoint Media

being/on behalf of: Schwab for SOS

a legally qualified candidate of the Republican

political party for the office of: Secretary of State

in the General

election to be held on: Nov 6 2018  
do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**



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

and you are authorized to announce the time as paid for by such person or entity. I  
represent that this person or entity is either a legally qualified candidate or an  
authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Debra Elder

This station has disclosed to me its political advertising policies, including: applicable  
classes and rates; and discount, promotional and other sales practices (not applicable  
to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

8.23.18

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title