



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

CONTRACT

And:

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

<u>Contract / Revision</u> 856065 /		<u>Alt Order #</u>
<u>Product</u> DENNIS TAYLOR		
<u>Contract Dates</u> 06/25/18 - 06/28/18	<u>Estimate #</u> 001	
<u>Advertiser</u> Dennis Taylor Sec of State KS		<u>Original Date / Revision</u> 06/22/18 / 06/22/18
<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 Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 141446		<u>Advertiser Ref</u> 150627

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIBW	06/25/18	06/28/18	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:	06/25/18	07/01/18	1111---				4	\$95.00				
N 2	WIBW	06/25/18	06/28/18	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:	06/25/18	07/01/18	1111---				4	\$100.00				
N 3	WIBW	06/25/18	06/28/18	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:	06/25/18	07/01/18	1111---				4	\$125.00				
N 4	WIBW	06/25/18	06/28/18	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>				
	Week:	06/25/18	07/01/18	1111---				4	\$40.00				
N 5	WIBW	06/25/18	06/28/18	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:	06/25/18	07/01/18	MTWT---				2	\$250.00				
N 6	WIBW	06/25/18	06/28/18	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:	06/25/18	07/01/18	MTWT---				2	\$350.00				
Totals								0.00				20	\$2,640.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 06/28/18	20	\$2,640.00	(\$396.00)	\$2,244.00
Totals	20	\$2,640.00	(\$396.00)	\$2,244.00

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

Author: BRIAN HAUG

Proposal ID: 197162
 Station: WIBW
 Schedule Date: 6/25/2018 - 6/28/2018
 Advertiser: <No Advertiser>
 Spot Length(s): :30

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: 6/25/2018-6/28/2018

Program Time	Spot Length	JN 25	DMA P35+ RTG	W k s	Rate Spots
WIBW					
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-Fr 6:00a-7:00a			Run Dates: 9/5/2014-12/31/2036		
CBS THIS MORNING HOUR 1	:30	4	5.0	1	\$100.00
GRPs/Impressions			20		4
SHR			27.6		
CPP/CPM			\$20.00		
Mo-Fr 7:00a-8:00a			Run Dates: 9/26/2014-12/31/2036		
MIDDAY IN KANSAS	:30	4	8.4	1	\$125.00
GRPs/Impressions			33.6		4
SHR			40.4		
CPP/CPM			\$14.88		
Mo-Fr 12:00p-12:30p			Run Dates: 9/5/2014-12/31/2036		
13 NEWS EYE ON NE KS	:30	4	0.3	1	\$40.00
GRPs/Impressions			1.2		4
SHR			1.8		
CPP/CPM			\$133.33		
Mo-Fr 4:00p-4:30p			Run Dates: 9/18/2017-12/31/2036		
13 NEWS @ 6P	:30	2	10.6	1	\$250.00
GRPs/Impressions			21.2		2
SHR			29.3		
CPP/CPM			\$23.58		
Mo-Fr 6:00p-6:30p			Run Dates: 9/5/2014-12/31/2036		
13 NEWS @ 10P	:30	2	10.5	1	\$350.00
GRPs/Impressions			21		2
SHR			30.5		
CPP/CPM			\$33.33		
Mo-Fr 10:00p-10:35p			Run Dates: 9/5/2014-12/31/2036		

Total Cost: \$2,640.00
 Agency Commission @ 15% \$396.00
 Net Cost: \$2,244.00

Signature

General Summary (DMA P35+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
WIBW	20	\$2,640.00	115.8	254.0	\$22.80	\$10.39	59.2	2.0	25.9	124,053	209,724

Monthly Summary (DMA P35+ D.RTG)

Month	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM
Jul/18	20	100	\$2,640.00	100	115.8	100	254.0	\$22.80	\$10.39

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 Taylor3934 SW Wanamaker Road
Topeka, KS 66610, 785-221-5326being/on behalf of: Dennis Taylor for Secretary of State, a legallyqualified 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: