



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

CONTRACT

<u>Contract / Revision</u> 885213 /		<u>Alt Order #</u> WOC11542038
<u>Product</u> Media		
<u>Contract Dates</u> 07/27/18 - 08/06/18		<u>Estimate #</u> 608
<u>Advertiser</u> Clark Shultz for Insurance Commissioner		<u>Original Date / Revision</u> 07/26/18 / 07/26/18
<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>	<u>Advertiser Code</u> 79	<u>Product 1/2</u> 83
<u>Agency Ref</u> 3404		<u>Advertiser Ref</u> 150984

And:

Thompson Communications
PO Box 5
Marshfield, MO 65706

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIBW	07/27/18	08/06/18	13 News This Morning @ 5a	5:00 AM-6:00 AM		:30				NM	5	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	1-1-1--				3	\$15.00				
	Week:	08/03/18	08/09/18	1---1--				2	\$15.00				
N 2	WIBW	07/27/18	08/06/18	13 News This Morning @ 6a	6:00 AM-7:00 AM		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	1-1-1--				3	\$50.00				
	Week:	08/03/18	08/09/18	1---1--				2	\$50.00				
N 3	WIBW	07/27/18	08/06/18	CBS This Morning	7:00 AM-9:00 AM		:30				NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	-1-11--				3	\$50.00				
	Week:	08/03/18	08/09/18	1-----				1	\$50.00				
N 4	WIBW	07/27/18	08/05/18	CBS Sunday Morning	8:00 AM-9:30 AM		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	-----1				1	\$50.00				
	Week:	08/03/18	08/09/18	-----1				1	\$50.00				
N 5	WIBW	07/27/18	08/04/18	13 News Sat Edition	8:00 AM-9:00 AM		:30				NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	-----1-				1	\$15.00				
	Week:	08/03/18	08/09/18	-----1-				1	\$15.00				
N 6	WIBW	07/27/18	08/05/18	Face The Nation	9:30 AM-10:00 AM		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	-----1				1	\$20.00				
	Week:	08/03/18	08/09/18	-----1				1	\$20.00				
N 7	WIBW	07/27/18	08/05/18	13 News Sun Edition	10a-11a		:30				NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	-----1				1	\$10.00				
	Week:	08/03/18	08/09/18	-----1				1	\$10.00				
N 8	WIBW	07/27/18	08/06/18	Midday in Kansas	12:00 PM-12:30 PM		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	1-1-1--				3	\$50.00				
	Week:	08/03/18	08/09/18	1---1--				2	\$50.00				
N 9	WIBW	07/27/18	08/06/18	13 News Eye on NE KS@4p	4p-430p		:30				NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/27/18	08/02/18	-1-11--				3	\$10.00				

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

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



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<u>Contract Dates</u> 07/27/18 - 08/06/18	<u>Product</u> Media	<u>Estimate #</u> 608
<u>Advertiser</u> Clark Shultz for Insurance		<u>Original Date / Revision</u> 07/26/18 / 07/26/18

*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:		08/03/18	08/09/18	1-----				1	\$10.00				
N 10	WIBW	07/27/18	08/06/18	Live @ 5p	5:00 PM-5:30 PM		:30				NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	-11-1--				3	\$70.00				
Week:		08/03/18	08/09/18	1-----				1	\$70.00				
N 11	WIBW	07/27/18	08/05/18	13 News @ 530p Sun	5:30 PM-6:00 PM		:30				NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	-----1				1	\$55.00				
Week:		08/03/18	08/09/18	-----1				1	\$55.00				
N 12	WIBW	07/27/18	08/06/18	13 News @ 6p	6:00 PM-6:30 PM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	1-1-1--				3	\$250.00				
Week:		08/03/18	08/09/18	1---1--				2	\$250.00				
N 13	WIBW	07/27/18	08/04/18	13 News @ 6p Sat	6:00 PM-6:30 PM		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	-----1-				1	\$40.00				
Week:		08/03/18	08/09/18	-----1-				1	\$40.00				
N 14	WIBW	07/27/18	08/04/18	Sat Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	-----1-				1	\$100.00				
Week:		08/03/18	08/09/18	-----1-				1	\$100.00				
N 15	WIBW	07/27/18	08/06/18	13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	1-1-1--				3	\$350.00				
Week:		08/03/18	08/09/18	1---1--				2	\$350.00				
N 16	WIBW	07/27/18	08/04/18	13 News @ 10p Sat	10:00 PM-10:35 PM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	-----1-				1	\$100.00				
Week:		08/03/18	08/09/18	-----1-				1	\$100.00				
N 17	WIBW	07/27/18	08/05/18	13 News @ 10p Sun	10:00 PM-10:35 PM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/27/18	08/02/18	-----1				1	\$125.00				
Week:		08/03/18	08/09/18	-----1				1	\$125.00				
N 18	WIBW	08/03/18	08/06/18	Late Show	10:35 PM-11:35 PM		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/18	08/09/18	1-----				1	\$85.00				
Totals								0.00				56	\$5,210.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/29/18	17	\$1,360.00	(\$204.00)	\$1,156.00
07/30/18 - 08/06/18	39	\$3,850.00	(\$577.50)	\$3,272.50
Totals	56	\$5,210.00	(\$781.50)	\$4,428.50

Signature: _____ **Date:** _____

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WOC11542038 [00.00]

Order Printout



Order Status:	Opened-New	Start/End Dates:	07/27/18 - 08/06/18	C/P/E:	79 / 83 / 608
Traffic #:		Agency:	Thompson Communications, Inc.	Product Desc.:	Media
Buyer Order #:	7576191	Advertiser:	Clark Shultz for Insurance	Estimate Desc.:	Clark Shultz July 27 - Aug 6
AE:	Brian Haug	Buyer:		Total Cost:	\$5,210.00 (Cash)
Property:	WBTV	Primary Demo:		Received Date:	7/26/18 9:23 AM
Sales Region:	Local				

Comments:
Separation: 30

List Items							Spots										Totals	
Line	Program	ST	Len	Time	Days	FSSMTWT	Rate	Jul 27	Aug 3								Total Spots	Total Cost
1	13 NEWS THIS MORNING 5AM	NM	:30	5:00 AM-6:00 AM	--M--		15.00	1	1								2	30.00
(Program: 13 NEWS THIS MORNING 5AM)4BKAVG																		
1	13 NEWS THIS MORNING 5AM	NM	:30	5:00 AM-6:00 AM	---W-		15.00	1	0								1	15.00
(Program: 13 NEWS THIS MORNING 5AM)4BKAVG																		
1	13 NEWS THIS MORNING 5AM	NM	:30	5:00 AM-6:00 AM	F-----		15.00	1	1								2	30.00
(Program: 13 NEWS THIS MORNING 5AM)4BKAVG																		
2	13 NEWS THIS MORNING 6AM	NM	:30	6:00 AM-7:00 AM	--M--		50.00	1	1								2	100.00
(Program: 13 NEWS THIS MORNING 6AM)4BKAVG																		
2	13 NEWS THIS MORNING 6AM	NM	:30	6:00 AM-7:00 AM	---W-		50.00	1	0								1	50.00
(Program: 13 NEWS THIS MORNING 6AM)4BKAVG																		
2	13 NEWS THIS MORNING 6AM	NM	:30	6:00 AM-7:00 AM	F-----		50.00	1	1								2	100.00
(Program: 13 NEWS THIS MORNING 6AM)4BKAVG																		
3	CBS THIS MORNING HR 1	NM	:30	7:00 AM-9:00 AM	--M--		50.00	0	1								1	50.00
(Program: CBS THIS MORNING HR 1)4BKAVG																		
3	CBS THIS MORNING HR 1	NM	:30	7:00 AM-9:00 AM	---T-		50.00	1	0								1	50.00
(Program: CBS THIS MORNING HR 1)4BKAVG																		

List Items						Spots												Totals		
Line	Program	ST	Len	Time	Days FSSMTWT	Rate	Jul 27	Aug 3											Total Spots	Total Cost
3	CBS THIS MORNING HR 1	NM	:30	7:00 AM-9:00 AM	-----T	50.00	1	0											1	50.00
(Program: CBS THIS MORNING HR 1)4BKAVG																				
3	CBS THIS MORNING HR 1	NM	:30	7:00 AM-9:00 AM	F-----	50.00	1	0											1	50.00
(Program: CBS THIS MORNING HR 1)4BKAVG																				
4	CBS SUNDAY MORNING	NM	:30	8:00 AM-9:30 AM	--S----	50.00	1	1											2	100.00
(Program: CBS SUNDAY MORNING)4BKAVG																				
5	13 NEWS SATURDAY EDITION	NM	:30	8:00 AM-9:00 AM	-S-----	15.00	1	1											2	30.00
(Program: 13 NEWS SATURDAY EDITION)4BKAVG																				
6	FACE THE NATION 1	NM	:30	9:30 AM-10:00 AM	--S----	20.00	1	1											2	40.00
(Program: FACE THE NATION 1)4BKAVG																				
7	13 NEWS SUNDAY EDITION	NM	:30	10:00 AM-10:30 AM	--S----	10.00	1	1											2	20.00
(Program: 13 NEWS SUNDAY EDITION)4BKAVG																				
8	MID DAY IN KANSAS	NM	:30	12:00 PM-12:30 PM	--M----	50.00	1	1											2	100.00
(Program: MID DAY IN KANSAS)4BKAVG																				
8	MID DAY IN KANSAS	NM	:30	12:00 PM-12:30 PM	-----W-	50.00	1	0											1	50.00
(Program: MID DAY IN KANSAS)4BKAVG																				
8	MID DAY IN KANSAS	NM	:30	12:00 PM-12:30 PM	F-----	50.00	1	1											2	100.00
(Program: MID DAY IN KANSAS)4BKAVG																				
9	13 NEWS EYE ON NE KS	NM	:30	4:30 PM-5:00 PM	--M----	10.00	0	1											1	10.00
(Program: 13 NEWS EYE ON NE KS)4BKAVG																				
9	13 NEWS EYE ON NE KS	NM	:30	4:30 PM-5:00 PM	-----T-	10.00	1	0											1	10.00
(Program: 13 NEWS EYE ON NE KS)4BKAVG																				
9	13 NEWS EYE ON NE KS	NM	:30	4:30 PM-5:00 PM	-----T	10.00	1	0											1	10.00
(Program: 13 NEWS EYE ON NE KS)4BKAVG																				
9	13 NEWS EYE ON NE KS	NM	:30	4:30 PM-5:00 PM	F-----	10.00	1	0											1	10.00
(Program: 13 NEWS EYE ON NE KS)4BKAVG																				
10	LIVE AT FIVE	NM	:30	5:00 PM-5:30 PM	--M----	70.00	0	1											1	70.00
(Program: LIVE AT FIVE)4BKAVG																				
10	LIVE AT FIVE	NM	:30	5:00 PM-5:30 PM	-----T-	70.00	1	0											1	70.00
(Program: LIVE AT FIVE)4BKAVG																				
10	LIVE AT FIVE	NM	:30	5:00 PM-5:30 PM	-----W-	70.00	1	0											1	70.00
(Program: LIVE AT FIVE)4BKAVG																				
10	LIVE AT FIVE	NM	:30	5:00 PM-5:30 PM	F-----	70.00	1	0											1	70.00
(Program: LIVE AT FIVE)4BKAVG																				
11	13 NEWS AT 5:30	NM	:30	5:30 PM-6:00 PM	--S----	55.00	1	1											2	110.00
(Program: 13 NEWS AT 5:30)4BKAVG																				
12	13 NEWS @ 6P	NM	:30	6:00 PM-6:30 PM	--M----	250.00	1	1											2	500.00
(Program: 13 NEWS @ 6P)4BKAVG																				
12	13 NEWS @ 6P	NM	:30	6:00 PM-6:30 PM	-----W-	250.00	1	0											1	250.00
(Program: 13 NEWS @ 6P)4BKAVG																				

List Items							Spots												Totals	
Line	Program	ST	Len	Time	Days	Rate	Jul 27	Aug 3											Total Spots	Total Cost
12	13 NEWS @ 6P (Program: 13 NEWS @ 6P/4BKAVG)	NM	:30	6:00 PM-6:30 PM	F-----	250.00	1	1											2	500.00
13	13 NEWS @ 6P SATURDAY (Program: 13 NEWS @ 6P SATURDAY/4BKAVG)	NM	:30	6:00 PM-6:30 PM	-S-----	40.00	1	1											2	80.00
15	WHEEL OF FORTUNE SATURDAY (Program: WHEEL OF FORTUNE SATURDAY/4BKAVG)	NM	:30	6:30 PM-7:00 PM	-S-----	100.00	1	1											2	200.00
16	13 NEWS @ 10P (Program: 13 NEWS @ 10P/4BKAVG)	NM	:30	10:00 PM-10:35 PM	--M---	350.00	1	1											2	700.00
16	13 NEWS @ 10P (Program: 13 NEWS @ 10P/4BKAVG)	NM	:30	10:00 PM-10:35 PM	-----W-	350.00	1	0											1	350.00
16	13 NEWS @ 10P (Program: 13 NEWS @ 10P/4BKAVG)	NM	:30	10:00 PM-10:35 PM	F-----	350.00	1	1											2	700.00
17	13 NEWS @ 10P SATURDAY (Program: 13 NEWS @ 10P SATURDAY/4BKAVG)	NM	:30	10:00 PM-10:35 PM	-S-----	100.00	1	1											2	200.00
18	13 NEWS @ 10P SUNDAY (Program: 13 NEWS @ 10P SUNDAY/4BKAVG)	NM	:30	10:00 PM-10:35 PM	--S----	125.00	1	1											2	250.00
19	LATE SHOW (Program: LATE SHOW/4BKAVG)	NM	:30	10:35 PM-11:35 PM	--M---	85.00	0	1											1	85.00
Spot Totals:							33	23											56	\$5,210.00

MONTH	SPOTS	COST	MONTH	SPOTS	COST
July	33	\$3,050.00	August	23	\$2,160.00

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:	Date:
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I, Will Thompson, Thompson Communications, Inc.,

being/on behalf of: Clark Shultz for Insurance Commissioner,

a legally qualified candidate of the Republican

political party for the office of: Insurance Commissioner

in the Primary

election to be held on: August 7th

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:

Clark Shultz for Insurance Commissioner

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:

Kenneth Abitz

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

7/17/2018

Date

William D. Thompson

Signature

417-859-5408

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, _____
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

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 times the spots air and the rates charged, 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 and the rates charged. 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.