



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

CONTRACT

And:

Medium Buying LLC
1351 King Ave
2nd Floor
Columbus, OH 43212

| | | |
|--------------------------------------------------------------|----------------------------------------|--------------------------------------------------------|
| <u>Contract / Revision</u> 881323 / | | <u>Alt Order #</u> |
| <u>Product</u> VICKI SCHMIDT KS INS COMMISSIONER | | |
| <u>Contract Dates</u> 07/23/18 - 08/07/18 | | <u>Estimate #</u> 443 |
| <u>Advertiser</u> Vicki Schmidt KS Insurance Commissioner | | <u>Original Date / Revision</u> 07/19/18 / 07/24/18 |
| <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 Ref</u> 64157 | <u>Advertiser Ref</u> 148977 | <u>Product 1/2</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|-------------|-------------------|----------------------------|---------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-----|-------------|-------|----------|
| N 1 | WIBW | 07/23/18 | 08/07/18 | 13 News This Morning @ 5a | 5a-6a | | :30 | | | | NM | 10 | \$150.00 |
| | | <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 | MTWTF-- | | | | 3 | \$15.00 | | | | |
| | Week: | 07/30/18 | 08/05/18 | MTWTF-- | | | | 5 | \$15.00 | | | | |
| | Week: | 08/06/18 | 08/12/18 | MT----- | | | | 2 | \$15.00 | | | | |
| N 2 | WIBW | 07/23/18 | 08/07/18 | 13 News This Morning @ 6a | 558a-7a | | :30 | | | | NM | 7 | \$350.00 |
| | | <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 | MTWTF-- | | | | 3 | \$50.00 | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Type</u> | | |
| | 1 | WIBW | 07/23/18-07/29/18 | 13 News This Morning @ 6a | 558a-7a | MTuWThF---- | :30 | | \$50.00 | | NM | | |
| | | | See MG 6.10,6.11,6.12 | | | | | | | | | | |
| | 2 | WIBW | 07/23/18-07/29/18 | 13 News This Morning @ 6a | 558a-7a | MTuWThF---- | :30 | | \$50.00 | | NM | | |
| | | | See MG 6.10,6.11,6.12 | | | | | | | | | | |
| | 3 | WIBW | 07/23/18-07/29/18 | 13 News This Morning @ 6a | 558a-7a | MTuWThF---- | :30 | | \$50.00 | | NM | | |
| | | | See MG 6.10,6.11,6.12 | | | | | | | | | | |
| | Week: | 07/30/18 | 08/05/18 | MTWTF-- | | | | 5 | \$50.00 | | | | |
| | Week: | 08/06/18 | 08/12/18 | MT----- | | | | 2 | \$50.00 | | | | |
| N 3 | WIBW | 07/23/18 | 08/07/18 | Midday in Kansas | 12p-1230p | | :30 | | | | NM | 11 | \$750.00 |
| | | <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 | MTWTF-- | | | | 3 | \$50.00 | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Type</u> | | |
| | 1 | WIBW | 07/23/18-07/29/18 | Midday in Kansas | 12p-1230p | MTuWThF---- | :30 | | \$50.00 | | NM | | |
| | | | See MG 3.11,3.12,3.13,3.14 | | | | | | | | | | |
| | 2 | WIBW | 07/23/18-07/29/18 | Midday in Kansas | 12p-1230p | MTuWThF---- | :30 | | \$50.00 | | NM | | |
| | | | See MG 3.11,3.12,3.13,3.14 | | | | | | | | | | |
| | 3 | WIBW | 07/23/18-07/29/18 | Midday in Kansas | 12p-1230p | MTuWThF---- | :30 | | \$50.00 | | NM | | |
| | | | See MG 3.11,3.12,3.13,3.14 | | | | | | | | | | |
| | 11 | WIBW | 07/23/18-07/23/18 | Midday in Kansas | 12p-1230p | M----- | :30 | | \$125.00 | | NM | | |
| | | | MG for 4.1,4.2,3.1,3.2,3.3 | | | | | | | | | | |
| | 12 | WIBW | 07/24/18-07/24/18 | Midday in Kansas | 12p-1230p | -Tu----- | :30 | | \$125.00 | | NM | | |
| | | | MG for 4.1,4.2,3.1,3.2,3.3 | | | | | | | | | | |
| | 13 | WIBW | 07/27/18-07/27/18 | Midday in Kansas | 12p-1230p | -----F---- | :30 | | \$125.00 | | NM | | |
| | | | MG for 4.1,4.2,3.1,3.2,3.3 | | | | | | | | | | |
| | 14 | WIBW | 07/29/18-07/29/18 | M-Su All Day Rotator | 10:35 PM-11:35 PM | -----Su | :30 | | \$25.00 | | NM | | |
| | | | MG for 4.1,4.2,3.1,3.2,3.3 | | | | | | | | | | |
| | Week: | 07/30/18 | 08/05/18 | MTWTF-- | | | | 5 | \$50.00 | | | | |

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

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| <u>Contract / Revision</u> 881323 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 07/23/18 - 08/07/18 | <u>Product</u> VICKI SCHMIDT KS INS | <u>Estimate #</u> 443 |
| <u>Advertiser</u> Vicki Schmidt KS Insurar | | <u>Original Date / Revision</u> 07/19/18 / 07/24/18 |

| *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: | | 08/06/18 | 08/12/18 | MT----- | | | | 2 | \$50.00 | | | | |
| N 4 | WIBW | 07/23/18 | 08/07/18 | CBS Evening News | 530p-6p | | :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 | MTWTF-- | | | | 2 | \$125.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Type</u> | | |
| 1 | WIBW | 07/23/18-07/29/18 | | CBS Evening News | 530p-6p | MTuWThF---- | :30 | | \$125.00 | | NM | | |
| See MG 3.11,3.12,3.13,3.14 | | | | | | | | | | | | | |
| 2 | WIBW | 07/23/18-07/29/18 | | CBS Evening News | 530p-6p | MTuWThF---- | :30 | | \$125.00 | | NM | | |
| See MG 3.11,3.12,3.13,3.14 | | | | | | | | | | | | | |
| Week: | | 07/30/18 | 08/05/18 | MTWTF-- | | | | 3 | \$125.00 | | | | |
| Week: | | 08/06/18 | 08/12/18 | M----- | | | | 1 | \$125.00 | | | | |
| N 5 | WIBW | 07/23/18 | 08/07/18 | 13 News @ 6p | 6p-630p | | :30 | | | | NM | 11 | \$1,215.00 |
| | | <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 | MTWTF-- | | | | 3 | \$135.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Type</u> | | |
| 2 | WIBW | 07/23/18-07/29/18 | | 13 News @ 6p | 6p-630p | MTuWThF---- | :30 | | \$135.00 | | NM | | |
| See MG 5.10,5.11,5.12 | | | | | | | | | | | | | |
| 10 | WIBW | 07/28/18-07/28/18 | | 13 News @ 6p Sat | 6p-630p | -----Sa-- | :30 | | \$100.00 | | NM | | |
| Ⓜ MG for 5.2 07/25 | | | | | | | | | | | | | |
| 11 | WIBW | 07/29/18-07/29/18 | | M-Su All Day Rotator | 11:35 PM-12:35 Xi | -----Su | :30 | | \$25.00 | | NM | | |
| Ⓜ MG for 5.2 07/25 | | | | | | | | | | | | | |
| 12 | WIBW | 07/26/18-07/26/18 | | M-F 4a-430a | 4a-430a | ----Th----- | :30 | | \$10.00 | | NM | | |
| Ⓜ MG for 5.2 07/25 | | | | | | | | | | | | | |
| Week: | | 07/30/18 | 08/05/18 | MTWTF-- | | | | 5 | \$135.00 | | | | |
| Week: | | 08/06/18 | 08/12/18 | M----- | | | | 1 | \$135.00 | | | | |
| N 6 | WIBW | 07/23/18 | 08/07/18 | M-F Wheel of Fortune | 630p-7p | | :30 | | | | NM | 7 | \$775.00 |
| | | <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 | MTWTF-- | | | | 3 | \$125.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Type</u> | | |
| 1 | WIBW | 07/23/18-07/29/18 | | M-F Wheel of Fortune | 630p-7p | MTuWThF---- | :30 | | \$125.00 | | NM | | |
| See MG 6.10,6.11,6.12 | | | | | | | | | | | | | |
| 2 | WIBW | 07/23/18-07/29/18 | | M-F Wheel of Fortune | 630p-7p | MTuWThF---- | :30 | | \$125.00 | | NM | | |
| See MG 6.10,6.11,6.12 | | | | | | | | | | | | | |
| 3 | WIBW | 07/23/18-07/29/18 | | M-F Wheel of Fortune | 630p-7p | MTuWThF---- | :30 | | \$125.00 | | NM | | |
| See MG 6.10,6.11,6.12 | | | | | | | | | | | | | |
| 10 | WIBW | 07/25/18-07/25/18 | | M-F Wheel of Fortune | 630p-7p | ---W----- | :30 | | \$250.00 | | NM | | |
| Ⓜ See MG 7.10,7.11,7.12,7.13,7.14 | | | | | | | | | | | | | |
| 11 | WIBW | 07/26/18-07/26/18 | | M-F Wheel of Fortune | 630p-7p | ----Th----- | :30 | | \$250.00 | | NM | | |
| Ⓜ See MG 7.10,7.11,7.12,7.13,7.14 | | | | | | | | | | | | | |
| 12 | WIBW | 07/29/18-07/29/18 | | M-Su All Day Rotator | 11:35 PM-12:35 Xi | -----Su | :30 | | \$25.00 | | NM | | |
| Ⓜ MG for 6.3,2.3,6.2,2.2,2.1,6.1 | | | | | | | | | | | | | |
| Week: | | 07/30/18 | 08/05/18 | MTWTF-- | | | | 5 | \$125.00 | | | | |
| Week: | | 08/06/18 | 08/12/18 | M----- | | | | 1 | \$125.00 | | | | |
| N 7 | WIBW | 07/23/18 | 08/07/18 | 13 News @ 10p M-F | 10p-1035p | | :30 | | | | NM | 11 | \$2,300.00 |
| | | <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 | MTWTF-- | | | | 3 | \$200.00 | | | | |

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| <u>Contract Dates</u> 07/23/18 - 08/07/18 | <u>Product</u> VICKI SCHMIDT KS INS | <u>Estimate #</u> 443 |
| <u>Advertiser</u> Vicki Schmidt KS Insurar | | <u>Original Date / Revision</u> 07/19/18 / 07/24/18 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | | |
|---------------------------------|------|-------------------|----------|---------------------------|----------------|-------------|------------|------------|----------|-----|------|-------|--------|----|------------|
| | | Start Date | End Date | Weekdays | | | Spots/Week | | Rate | | | | | | |
| Spot | Ch | Date Range | | Description | Start/End Time | Weekdays | Length | | Rate | | Type | | | | |
| 1 | WIBW | 07/23/18-07/29/18 | | 13 News @ 10p M-F | 10p-1035p | MTuWThF---- | :30 | | \$200.00 | | NM | | | | |
| See MG 7.10,7.11,7.12,7.13,7.14 | | | | | | | | | | | | | | | |
| 2 | WIBW | 07/23/18-07/29/18 | | 13 News @ 10p M-F | 10p-1035p | MTuWThF---- | :30 | | \$200.00 | | NM | | | | |
| See MG 7.10,7.11,7.12,7.13,7.14 | | | | | | | | | | | | | | | |
| 3 | WIBW | 07/23/18-07/29/18 | | 13 News @ 10p M-F | 10p-1035p | MTuWThF---- | :30 | | \$200.00 | | NM | | | | |
| See MG 7.10,7.11,7.12,7.13,7.14 | | | | | | | | | | | | | | | |
| 10 | WIBW | 07/25/18-07/25/18 | | 13 News @ 10p M-F | 10p-1035p | ---W----- | :30 | | \$350.00 | | NM | | | | |
| Ⓜ MG for 7.3,7.2,7.1,6.10,6.11 | | | | | | | | | | | | | | | |
| 11 | WIBW | 07/26/18-07/26/18 | | 13 News @ 10p M-F | 10p-1035p | ----Th----- | :30 | | \$350.00 | | NM | | | | |
| Ⓜ MG for 7.3,7.2,7.1,6.10,6.11 | | | | | | | | | | | | | | | |
| 12 | WIBW | 07/27/18-07/27/18 | | 13 News @ 10p M-F | 10p-1035p | -----F---- | :30 | | \$350.00 | | NM | | | | |
| Ⓜ MG for 7.3,7.2,7.1,6.10,6.11 | | | | | | | | | | | | | | | |
| 13 | WIBW | 07/26/18-07/26/18 | | 13 News This Morning @ 5a | 5a-6a | ----Th----- | :30 | | \$45.00 | | NM | | | | |
| Ⓜ MG for 7.3,7.2,7.1,6.10,6.11 | | | | | | | | | | | | | | | |
| 14 | WIBW | 07/25/18-07/25/18 | | CBS AM News | 430a-5a | ---W----- | :30 | | \$5.00 | | NM | | | | |
| Ⓜ MG for 7.3,7.2,7.1,6.10,6.11 | | | | | | | | | | | | | | | |
| Week: 07/30/18 | | 08/05/18 | | MTWTF-- | | | | 5 | \$200.00 | | | | | | |
| Week: 08/06/18 | | 08/12/18 | | MT----- | | | | 1 | \$200.00 | | | | | | |
| Totals | | | | | | | | 0.00 | | | | | | 61 | \$6,040.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|--------------------|------------|--------------|--------------|------------|
| 06/25/18 -07/29/18 | 18 | \$1,975.00 | (\$296.25) | \$1,678.75 |
| 07/30/18 -08/07/18 | 43 | \$4,065.00 | (\$609.75) | \$3,455.25 |
| Totals | 61 | \$6,040.00 | (\$906.00) | \$5,134.00 |

Signature: _____ **Date:** _____

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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: 7/19/18

I, Katherine Cookson/ Medium Buying, LLC,

being/on behalf of: Vicki Schmidt,

a legally qualified candidate of the Republican

political party for the office of: Insurance Commissioner

in the Primary

election to be held on: August 17, 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:

Vicki Schmidt 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:

Brad Koehn

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

7/19/18

Date



Signature

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.