



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> 910891 /		<u>Alt Order #</u>
<u>Product</u> VICKI SCHMIDT		
<u>Contract Dates</u> 10/22/18 - 11/06/18	<u>Estimate #</u> 531	
<u>Advertiser</u> Vicki Schmidt KS Insurance Commissioner		<u>Original Date / Revision</u> 09/13/18 / 09/13/18
<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	10/22/18	11/06/18	13 News @ 10p M-F	10p-1035p		:30				NM	11	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	11111--				5	\$200.00				
	Week:	10/29/18	11/04/18	11111--				5	\$200.00				
	Week:	11/05/18	11/11/18	1-----				1	\$200.00				
N 2	WIBW	10/22/18	11/04/18	Tuesday Prime Hr 3	9p-10p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-1-----				1	\$125.00				
	Week:	10/29/18	11/04/18	-1-----				1	\$125.00				
N 3	WIBW	10/22/18	11/06/18	CBS Evening News	530p-6p		:30				NM	11	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	2-2-1--				5	\$125.00				
	Week:	10/29/18	11/04/18	2-2-1--				5	\$125.00				
	Week:	11/05/18	11/11/18	1-----				1	\$125.00				
N 4	WIBW	10/22/18	11/04/18	Tuesday Prime Hr 1	658p-8p		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-1-----				1	\$175.00				
	Week:	10/29/18	11/04/18	-1-----				1	\$175.00				
N 5	WIBW	10/22/18	11/06/18	CBS This Morning Hr 1	7a-8a		:30				NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	11111--				5	\$50.00				
	Week:	10/29/18	11/04/18	11111--				5	\$50.00				
	Week:	11/05/18	11/11/18	11-----				2	\$50.00				
N 6	WIBW	10/22/18	11/06/18	13 News @ 6p	6p-630p		:30				NM	11	\$1,485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	11111--				5	\$135.00				
	Week:	10/29/18	11/04/18	11111--				5	\$135.00				
	Week:	11/05/18	11/11/18	1-----				1	\$135.00				
N 7	WIBW	10/22/18	11/04/18	13 News @ 10p Sat	10p-1035p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----1-				1	\$100.00				
	Week:	10/29/18	11/04/18	-----1-				1	\$100.00				
N 8	WIBW	10/22/18	11/04/18	13 News @ 10p Sun	10p-1035p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----1				1	\$125.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-----1				1	\$125.00				
N 9	WIBW	10/22/18	11/06/18	Live @ 5p	5p-530p		:30				NM	12	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$70.00				
Week:		10/29/18	11/04/18	11111--				5	\$70.00				
Week:		11/05/18	11/11/18	11-----				2	\$70.00				
N 10	WIBW	10/22/18	11/06/18	M-F Wheel of Fortune	630p-7p		:30				NM	11	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$125.00				
Week:		10/29/18	11/04/18	11111--				5	\$125.00				
Week:		11/05/18	11/11/18	1-----				1	\$125.00				
N 11	WIBW	10/22/18	11/04/18	13 News @ 530p Sun	530p-6p		:30				NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1				1	\$55.00				
Week:		10/29/18	11/04/18	-----1				1	\$55.00				
N 12	WIBW	10/22/18	11/04/18	M-Su All Day Rotator	10:35 PM-11:35 PM		:30				NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1				1	\$25.00				
Week:		10/29/18	11/04/18	-----1				1	\$25.00				
N 13	WIBW	10/22/18	11/06/18	13 News This Morning @ 6a	558a-7a		:30				NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$50.00				
Week:		10/29/18	11/04/18	11111--				5	\$50.00				
Week:		11/05/18	11/11/18	11-----				2	\$50.00				
N 14	WIBW	10/22/18	11/06/18	Late Show	1035p-1137p		:30				NM	11	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$25.00				
Week:		10/29/18	11/04/18	11111--				5	\$25.00				
Week:		11/05/18	11/11/18	1-----				1	\$25.00				
N 15	WIBW	10/22/18	11/04/18	CBS Sunday Morning	8a-930a		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1				1	\$50.00				
Week:		10/29/18	11/04/18	-----1				1	\$50.00				
N 16	WIBW	10/22/18	11/04/18	13 News @ 6p Sat	6p-630p		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$40.00				
Week:		10/29/18	11/04/18	-----1-				1	\$40.00				
N 17	WIBW	10/22/18	11/04/18	Sat Wheel of Fortune	630p-7p		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$40.00				
Week:		10/29/18	11/04/18	-----1-				1	\$40.00				
N 18	WIBW	10/22/18	11/06/18	Midday in Kansas	12p-1230p		:30				NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$50.00				
Week:		10/29/18	11/04/18	11111--				5	\$50.00				
Week:		11/05/18	11/11/18	11-----				2	\$50.00				
N 19	WIBW	10/22/18	11/06/18	13 News This Morning @ 5a	5a-6a		:30				NM	12	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$15.00				
Week:		10/29/18	11/04/18	11111--				5	\$15.00				
Week:		11/05/18	11/11/18	11-----				2	\$15.00				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 20	WIBW	10/22/18	11/04/18	Face The Nation	930a-1030a		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----1				1	\$20.00				
	Week:	10/29/18	11/04/18	-----1				1	\$20.00				
N 21	WIBW	10/22/18	11/04/18	M-Su All Day Rotator	10:35 PM-11:35 PM		:30				NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----1-				1	\$10.00				
	Week:	10/29/18	11/04/18	-----1-				1	\$10.00				
N 22	WIBW	10/22/18	11/04/18	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:	10/22/18	10/28/18	-----1				1	\$10.00				
	Week:	10/29/18	11/04/18	-----1				1	\$10.00				
N 23	WIBW	10/22/18	11/04/18	M-Su All Day Rotator	3:00 XM-3:30 XM		:30				NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----1				1	\$10.00				
	Week:	10/29/18	11/04/18	-----1				1	\$10.00				
N 24	WIBW	10/22/18	11/04/18	M-Su All Day Rotator	12:00 PM-6:00 PM		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----1-				1	\$20.00				
	Week:	10/29/18	11/04/18	-----1-				1	\$20.00				
Totals								0.00				143	\$11,140.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	64	\$5,030.00	(\$754.50)	\$4,275.50
10/29/18 - 11/06/18	79	\$6,110.00	(\$916.50)	\$5,193.50
Totals	143	\$11,140.00	(\$1,671.00)	\$9,469.00

Signature: _____ **Date:** _____

Vicki Schmidt 10/22-11/6

Revision #: Date: 9/10/2018

Client: Vicki Schmidt, KS Insurance Comm
 Media: TV
 Product: TV
 Market: Topeka
 Separation between spots: 30

Estimate: 531
 Description: Vicki Schmidt 10.22-11.6
 Flight Start Date: 10/22/2018 03:00 AM
 Flight End Date: 11/11/2018 02:59 AM
 Survey: Nov17 DMA Custom Live+1
 Buyer: Katherine Cookson

Vendor: WIBW-TV
 631 SW Commerce Place
 Topeka, KS 66615

Send Billing To: Medium Buying, LLC
 1351 King Ave
 2nd Floor
 Columbus, OH 43212
 Phone: 785-272-6397
 Fax: 785-272-0117
 Affiliation: CBS/MyNetwork

Line No	Daypart Program	Daypart Code	STN Gross	Wks	Du
1	MTuWThF 10:00p-10:35p 13 NEWS @ 10P 4BKAVG	LN	\$200.00	30	5 5 1
2	Tu 9:00p-10:00p VARIOUS PRIME 4BKAVG	PT	\$125.00	30	1 1 0
3	M,W,F 5:30p-6:00p CBS EVENING NEWS 4BKAVG	EN	\$125.00	30	5 5 1
4	Tu 7:00p-8:00p VARIOUS PRIME 4BKAVG	PT	\$175.00	30	1 1 0
5	MTuWThF 7:00a-9:00a CBS THIS MORNING HR 1 4BKAVG	EM	\$50.00	30	5 5 2
6	MTuWThF 6:00p-6:30p 13 NEWS @ 6P 4BKAVG	EN	\$135.00	30	5 5 1
7	Sa 10:00p-10:35p 13 NEWS @ 10P SATURDAY 4BKAVG	LN	\$100.00	30	1 1 0
8	Su 10:00p-10:35p 13 NEWS @ 10P SUNDAY 4BKAVG	LN	\$125.00	30	1 1 0
9	MTuWThF 5:00p-5:30p	EN	\$70.00	30	5 5 2

WIBW-TV

Total Spots

1	MTuWThF 10:00p-10:35p 13 NEWS @ 10P 4BKAVG	LN	\$200.00	30	5	5	1	11
2	Tu 9:00p-10:00p VARIOUS PRIME 4BKAVG	PT	\$125.00	30	1	1	0	2
3	M,W,F 5:30p-6:00p CBS EVENING NEWS 4BKAVG	EN	\$125.00	30	5	5	1	11
4	Tu 7:00p-8:00p VARIOUS PRIME 4BKAVG	PT	\$175.00	30	1	1	0	2
5	MTuWThF 7:00a-9:00a CBS THIS MORNING HR 1 4BKAVG	EM	\$50.00	30	5	5	2	12
6	MTuWThF 6:00p-6:30p 13 NEWS @ 6P 4BKAVG	EN	\$135.00	30	5	5	1	11
7	Sa 10:00p-10:35p 13 NEWS @ 10P SATURDAY 4BKAVG	LN	\$100.00	30	1	1	0	2
8	Su 10:00p-10:35p 13 NEWS @ 10P SUNDAY 4BKAVG	LN	\$125.00	30	1	1	0	2
9	MTuWThF 5:00p-5:30p	EN	\$70.00	30	5	5	2	12

LIVE AT FIVE									
	4BKAVG								
10	MTuWThF 6:30p-7:00p	PA	\$125.00	30	5	5	1		11
	WHEEL OF FORTUNE								
	4BKAVG								
11	Su 5:30p-6:00p	EN	\$55.00	30	1	1	0		2
	13 NEWS AT 5:30								
	4BKAVG								
12	Su 10:35p-11:35p	LF	\$25.00	30	1	1	0		2
	VARIOUS LATE FRINGE								
	4BKAVG								
13	MTuWThF 6:00a-7:00a	EM	\$50.00	30	5	5	2		12
	13 NEWS THIS MORNING 6AM								
	4BKAVG								
14	MTuWThF 10:35p-11:35p	LF	\$25.00	30	5	5	1		11
	LATE SHOW								
	4BKAVG								
15	Su 8:00a-9:30a	RT	\$50.00	30	1	1	0		2
	CBS SUNDAY MORNING								
	4BKAVG								
16	Sa 6:00p-6:30p	EN	\$40.00	30	1	1	0		2
	13 NEWS @ 6P SATURDAY								
	4BKAVG								
17	Sa 6:30p-7:00p	PA	\$40.00	30	1	1	0		2
	WHEEL OF FORTUNE SATURDAY								
	4BKAVG								
18	MTuWThF 12:00p-12:30p	DT	\$50.00	30	5	5	2		12
	MID DAY IN KANSAS								
	4BKAVG								
19	MTuWThF 5:00a-6:00a	RT	\$15.00	30	5	5	2		12
	13 NEWS THIS MORNING 5AM								
	4BKAVG								
20	Su 9:30a-10:00a	RT	\$20.00	30	1	1	0		2
	FACE THE NATION 1								
	4BKAVG								
21	Sa 10:35p-11:35p	LF	\$10.00	30	1	1	0		2
	VARIOUS LATE FRINGE								
	4BKAVG								
22	Su 10:00a-10:30a	RT	\$10.00	30	1	1	0		2
	13 NEWS SUNDAY EDITION								
	4BKAVG								
23	Su 3:00a-3:00a	LF	\$10.00	30	1	1	0		2
	VARIOUS LATE FRINGE								
	4BKAVG								
24	Sa 12:00p-6:00p	RT	\$20.00	30	1	1	0		2
	SAT AFTERNOON SPORTS								

4BKAVG

Total Cost:

\$11,140.00

Total Spots:

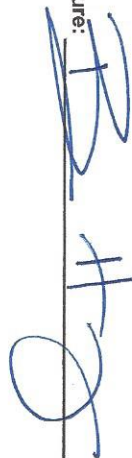
64

64

15

Disclaimer:

Signature:



143

143

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: 9/12/18
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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 General

election to be held on: November 11, 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

9/12/18

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.