

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: KWCH-TV/Wichita	Date: 9/28/18
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I, AxMedia,
 being/on behalf of: LaTurner for KS Treasurer,
 a legally qualified candidate of the Republican
 political party for the office of: State Treasurer
 in the General
 election to be held on: November 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
See Attached					

Attach proposed schedule with charges (if available):

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

LaTurner for KS Treasurer

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:

Doug Hill

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

9/28/18

Date

Sarah Blue

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Wes Good

Signature

Wes Good

Printed Name

NSM

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.

WOC11827135 [00.00]

Order Printout

Order Status: Opened-New
 Traffic #: 7800417
 Buyer Order #: Unassigned (Wes Good)
 AE: KWCH TV
 Property: Local
 Sales Region:

Start/End Dates: 10/23/18 - 11/06/18
 Agency: AxMedia
 Advertiser: LaTurner for KS Treasurer
 Buyer: Adults 35+ (RTG)
 Primary Demo:

C/P/E: 95 / 121 / 652
 Product Desc.: 2018 General Election
 Estimate Desc.: LaTurner for KS Treasurer - TV 10.23 - 11.6
 Total Cost: \$23,600.00 (Cash)
 Received Date: 9/28/18 11:45 AM



Comments:

Separation: 30We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR R114861. Marketron #184659, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794

List Items										Spots										Totals			Adults 35+	
Line	Program	ST	Len	Time	Days	Rate	Oct 23	Oct 30	Nov 6							Total Spots	Total Cost	RTG	GRP	CPP				
1	EYEWITNESS NEWS AT 600AM	NM	:30	5:58 AM-7:00 AM	TWTF-M	124 135.00	5	5	0							10	1,350.00	2.40	24.00	56.25				
(Program: EYEWITNESS NEWS AT 600AM)May-2018LP-Nov-2017LP																								
2	CBS THIS MORNING	NM	:30	7:00 AM-9:00 AM	TWTF-M	114 95.00	5	5	0							10	950.00	2.00	20.00	47.50				
(Program: CBS THIS MORNING)May-2018LP-Nov-2017LP																								
3	EYEWITNESS NEWS AT 1200PM	NM	:30	12:00 PM-12:30 PM	TWTF-M	133 270.00	5	5	0							10	2,700.00	4.30	43.00	62.79				
(Program: EYEWITNESS NEWS AT 1200PM)May-2018LP-Nov-2017LP																								
4	EYEWITNESS NEWS AT 600PM	NM	:30	6:00 PM-6:30 PM	TWTF-M	133 700.00	5	5	0							10	7,000.00	8.70	87.00	80.46				
(Program: EYEWITNESS NEWS AT 600PM)May-2018LP-Nov-2017LP																								
5	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	TWTF-M	133 900.00	5	5	0							10	9,000.00	11.00	110.00	81.82				
(Program: EYEWITNESS NEWS AT 10:00PM)May-2018LP-Nov-2017LP																								
6	EYEWITNESS NEWS AT 600PM	NM	:30	6:00 PM-6:30 PM	S--	144 110.00	1	1	0							2	220.00	4.90	9.80	22.45				
(Program: EYEWITNESS NEWS AT 600PM)May-2018LP-Nov-2017LP																								
7	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	S--	133 450.00	1	1	0							2	900.00	8.70	17.40	51.72				
(Program: EYEWITNESS NEWS AT 10:00PM)May-2018LP-Nov-2017LP																								
8	CBS SUNDAY MORNING	NM	:30	8:00 AM-9:30 AM	S--	144 225.00	1	1	0							2	450.00	5.00	10.00	45.00				
(Program: CBS SUNDAY MORNING)May-2018LP-Nov-2017LP																								

List Items										Spots										Totals			Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Oct 23	Oct 30	Nov 6											Total Spots	Total Cost	RTG	GRP	CPP	
9	EYEWITNESS NEWS AT 530PM	NM	:30	5:30 PM-6:00 PM	—S—	165.00	1	1	0											2	330.00	5.30	10.60	31.13	
(Program: EYEWITNESS NEWS AT 530PM)May-2018LP-Nov-2017LP																									
10	EYEWITNESS NEWS AT 10:00PM	NM	:30	10:00 PM-10:35 PM	—S—	350.00	1	1	0											2	700.00	10.20	20.40	34.31	
(Program: EYEWITNESS NEWS AT 10:00PM)May-2018LP-Nov-2017LP																									
Spot Totals:							30	30	0											60	\$23,600.00		352.20		
Adults 35+ GRP:							176.10	176.10	0.00																

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
October	30	\$11,800.00	176.10	November	30	\$11,800.00	176.10

ORDER**KBSD KBSH KBSL****KWCH.COM**

Orders
Order / Rev: 930813
Alt Order #: WOC11827135
Product Desc: 2018 General Election
Estimate: 652
Flight Dates: 10/23/18 - 11/06/18
Original Date / Rev: 10/01/18 / 10/01/18
Order Type: NORMAL

KWCH

Primary AE: Wichita House
Sales Office: WICN
Sales Region: National

Agency
Name: Ax Media
Buying Contact:
Billing Contact:
 1251 NW Briarcliff Pkwy
 Kansas City, MO 64116

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: LaTurner for KS Treasurer
Demographic: A35+
Product Codes: Candidate - State - Other
Priority: P-04
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 71216
Agency External ID: 140511
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/28/18	25	\$9,700.00	\$8,245.00
10/29/18	11/05/18	35	\$13,900.00	\$11,815.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	25	\$9,700.00	\$8,245.00	147.70
November 2018	35	\$13,900.00	\$11,815.00	204.50
Totals	60	\$23,600.00	\$20,060.00	352.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Wichita House	WICN	National	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/23/18	11/05/18	Eyewitness News @ 6a CM		5:58 AM-7:00 AM	MTWTF--	:30	5	\$135.00	P-04	2.40	NM	10	\$1,350.00
(Program: EYEWITNESS NEWS AT 600AM)May-2018LP-Nov-2017LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/18		10/23/18	10/29/18	MTWTF--		5				\$135.00		2.40			
Week: 10/30/18		10/30/18	11/05/18	MTWTF--		5				\$135.00		2.40			
N 2	All	10/23/18	11/05/18	CBS This Morning CM		7:00 AM-9:00 AM	MTWTF--	:30	5	\$95.00	P-04	2.00	NM	10	\$950.00
(Program: CBS THIS MORNING)May-2018LP-Nov-2017LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/18		10/23/18	10/29/18	MTWTF--		5				\$95.00		2.00			
Week: 10/30/18		10/30/18	11/05/18	MTWTF--		5				\$95.00		2.00			
N 3	All	10/23/18	11/05/18	Eyewitness News @ 12p CM		12:00 PM-12:30 PM	MTWTF--	:30	5	\$270.00	P-03	4.30	NM	10	\$2,700.00
(Program: EYEWITNESS NEWS AT 1200PM)May-2018LP-Nov-2017LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/18		10/23/18	10/29/18	MTWTF--		5				\$270.00		4.30			
Week: 10/30/18		10/30/18	11/05/18	MTWTF--		5				\$270.00		4.30			
N 4	All	10/23/18	11/05/18	Eyewitness News @ 6p CM		6:00 PM-6:30 PM	MTWTF--	:30	5	\$700.00	P-03	8.70	NM	10	\$7,000.00
(Program: EYEWITNESS NEWS AT 600PM)May-2018LP-Nov-2017LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 930813
 Alt Order #: WOC11827135
 Flight Dates: 10/23/18 - 11/06/18

Advertiser: LaTurner for KS Treasurer
 Product Desc: 2018 General Election
 Estimate: 652
 KWCH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	MTWTF--					5	\$700.00		8.70			
Week:		10/30/18	11/05/18	MTWTF--					5	\$700.00		8.70			
N 5	All	10/23/18	11/05/18	Eyewitness News@10p M	CM	10:00 PM-10:35 PM	MTWTF--	:30	5	\$900.00	P-03	11.00	NM	10	\$9,000.00
				Eyewitness News@10p M-F (10:00 PM-10:35 PM)											
				(Program: EYEWITNESS NEWS AT 10:00PM)May-2018LP-Nov-2017LP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	MTWTF--					5	\$900.00		11.00			
Week:		10/30/18	11/05/18	MTWTF--					5	\$900.00		11.00			
N 6	All	10/23/18	11/03/18	Eyewitness News @ 6p	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$110.00	P-04	4.90	NM	2	\$220.00
				Eyewitness News @ 6p Sat (6:00 PM-6:30 PM)											
				(Program: EYEWITNESS NEWS AT 600PM)May-2018LP-Nov-2017LP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	-----S-					1	\$110.00		4.90			
Week:		10/30/18	11/05/18	-----S-					1	\$110.00		4.90			
N 7	All	10/23/18	11/03/18	Eyewitness News @ 10p	CM	10:00 PM-10:35 PM	-----S-	:30	1	\$450.00	P-03	8.70	NM	2	\$900.00
				Eyewitness News @ 10p Sat (10:00 PM-10:35 PM)											
				(Program: EYEWITNESS NEWS AT 10:00PM)May-2018LP-Nov-2017LP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	-----S-					1	\$450.00		8.70			
Week:		10/30/18	11/05/18	-----S-					1	\$450.00		8.70			
N 8	All	10/23/18	11/04/18	CBS Sunday Morning	CM	8:00 AM-9:30 AM	-----S	:30	1	\$225.00	P-04	5.00	NM	2	\$450.00
				CBS Sunday Morning (8:00 AM-9:30 AM)											
				(Program: CBS SUNDAY MORNING)May-2018LP-Nov-2017LP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	-----S					1	\$225.00		5.00			
Week:		10/30/18	11/05/18	-----S					1	\$225.00		5.00			
N 9	All	10/23/18	11/04/18	Eyewitness News @ 530p	CM	5:30 PM-6:00 PM	-----S	:30	1	\$165.00	P-04	5.30	NM	2	\$330.00
				Eyewitness News @ 530p Sun (5:30 PM-6:00 PM)											
				(Program: EYEWITNESS NEWS AT 530PM)May-2018LP-Nov-2017LP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	-----S					1	\$165.00		5.30			
Week:		10/30/18	11/05/18	-----S					1	\$165.00		5.30			
N 10	All	10/23/18	11/04/18	Eyewitness News@10p	CM	10:00 PM-10:35 PM	-----S	:30	1	\$350.00	P-04	10.20	NM	2	\$700.00
				Eyewitness News@10p Sun (10:00 PM-10:35 PM)											
				(Program: EYEWITNESS NEWS AT 10:00PM)May-2018LP-Nov-2017LP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/18	10/29/18	-----S					1	\$350.00		10.20			
Week:		10/30/18	11/05/18	-----S					1	\$350.00		10.20			
													Totals	60	\$23,600.00