

ORDER



Orders
Order / Rev: 713848
Alt Order #: 09175313
Product Desc: PUBLIC SERVC CO OK- Wind Catcher
Estimate: 5524
Flight Dates: 07/20/18 - 07/27/18
Original Date / Rev: 07/19/18 / 07/19/18
Order Type: GENERAL

KFOR-TV

Primary AE: Jay Smith
Sales Office: NWDC
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Staggors Loop
 Delaware, OH 43015

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

Advertiser Name: Public Service Company of Oklahoma
Demographic: A35+
Product Codes: PL4.b
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/18	07/27/18	40	\$27,735.00	\$23,574.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	40	\$27,735.00	\$23,574.75	149.50
Totals	40	\$27,735.00	\$23,574.75	149.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			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	4	07/23/18	07/23/18	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	1-----	:30	1	\$510.0004		2.70	NM	1	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/23/18	07/29/18	1-----			1		\$510.00	2.70					
N 2	4	07/22/18	07/22/18	Su 8a-930a Su 8a-930a	CM	8:00 AM-9:30 AM	-----1	:30	1	\$260.0007		2.90	NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/16/18	07/22/18	-----1			1		\$260.00	2.90					
N 3	4	07/22/18	07/22/18	Su 10a-11a Su 10a-11a	CM	10:00 AM-11:00 AM	AI-----1	:30	1	\$1,280.0004		1.70	NM	1	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/16/18	07/22/18	-----1			1		\$1,280.00	1.70					
N 4	4	07/24/18	07/24/18	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-1:00 PM	-1-----	:30	1	\$320.0004		3.60	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/23/18	07/29/18	-1-----			1		\$320.00	3.60					
N 5	4	07/26/18	07/26/18	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-1:00 PM	---1---	:30	1	\$320.0004		3.60	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/23/18	07/29/18	---1---			1		\$320.00	3.60					
6	4	07/20/18	07/20/18		CM	12:00 PM-1:00 PM	----1--	:30	1	\$320.0004		0.00	NM	1	\$320.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 12p-1p															
M-F 12p-1p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	----1--					1	\$320.00		0.00			
N 7	4	07/24/18	07/24/18	M-F 4p-5p	CM	4:00 PM-5:00 PM	-1-----	:30	1	\$330.00	04	3.30	NM	1	\$330.00
M-F 4p-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	-1-----					1	\$330.00		3.30			
N 8	4	07/26/18	07/26/18	M-F 4p-5p	CM	4:00 PM-5:00 PM	---1---	:30	1	\$330.00	04	3.30	NM	1	\$330.00
M-F 4p-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	---1---					1	\$330.00		3.30			
N 9	4	07/20/18	07/20/18	M-F 4p-5p	CM	4:00 PM-5:00 PM	-----1--	:30	1	\$330.00	04	3.30	NM	1	\$330.00
M-F 4p-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1--					1	\$330.00		3.30			
N 10	4	07/23/18	07/23/18	M-F 5p-530p	CM	5:00 PM-5:30 PM	1-----	:30	1	\$390.00	07	4.50	NM	1	\$390.00
M-F 5p-530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	1-----					1	\$390.00		4.50			
N 11	4	07/24/18	07/24/18	M-F 5p-530p	CM	5:00 PM-5:30 PM	-1-----	:30	1	\$390.00	07	4.50	NM	1	\$390.00
M-F 5p-530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	-1-----					1	\$390.00		4.50			
N 12	4	07/25/18	07/25/18	M-F 6a-7a	CM	6:00 AM-7:00 AM	--1----	:30	1	\$510.00	04	2.70	NM	1	\$510.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	--1----					1	\$510.00		2.70			
N 13	4	07/25/18	07/25/18	M-F 5p-530p	CM	5:00 PM-5:30 PM	--1----	:30	1	\$390.00	07	4.50	NM	1	\$390.00
M-F 5p-530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	--1----					1	\$390.00		4.50			
N 14	4	07/26/18	07/26/18	M-F 5p-530p	CM	5:00 PM-5:30 PM	---1---	:30	1	\$390.00	07	4.50	NM	1	\$390.00
M-F 5p-530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	---1---					1	\$390.00		4.50			
N 15	4	07/27/18	07/27/18	M-F 5p-530p	CM	5:00 PM-5:30 PM	-----1--	:30	1	\$390.00	07	4.50	NM	1	\$390.00
M-F 5p-530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	-----1--					1	\$390.00		4.50			
N 16	4	07/24/18	07/24/18	M-F 6p-630p	CM	6:00 PM-6:30 PM	-1-----	:30	1	\$800.00	04	4.80	NM	1	\$800.00
M-F 6p-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	-1-----					1	\$800.00		4.80			
N 17	4	07/26/18	07/26/18	M-F 6p-630p	CM	6:00 PM-6:30 PM	---1---	:30	1	\$800.00	04	4.80	NM	1	\$800.00
M-F 6p-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/18	07/29/18	---1---					1	\$800.00		4.80			
18	4	07/20/18	07/20/18	M-F 6p-630p	CM	6:00 PM-6:30 PM	-----1--	:30	1	\$800.00	04	4.80	NM	1	\$800.00
M-F 6p-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1--					1	\$800.00		4.80			
N 19	4	07/21/18	07/21/18	Sa 6p-630p	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$660.00	04	3.20	NM	1	\$660.00
Sa 6p-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1-					1	\$660.00		3.20			
N 20	4	07/22/18	07/22/18	Su 5p-530p	CM	5:00 PM-5:30 PM	-----1	:30	1	\$660.00	04	4.30	NM	1	\$660.00
Su 5p-530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 KFOR-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	4	07/22/18	07/22/18	Su 5p-530p Su 5p-530p	CM	5:00 PM-5:30 PM	-----1	:30	1	\$660.00	04	4.30	NM	1	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1			1		\$660.00			4.30			
N21	4	07/23/18	07/23/18	Monday Prime 2 HR Monday Prime 2 HR	CM	7p-9p	1-----	:30	1	\$1,175.00	07	8.90	NM	1	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/18	07/29/18	1-----			1		\$1,175.00			8.90			
N22	4	07/24/18	07/24/18	Tuesday Prime 2 HR Tuesday Prime 2 HR	CM	7:00 PM-9:00 PM	-1-----	:30	1	\$2,550.00	07	7.20	NM	1	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/18	07/29/18	-1-----			1		\$2,550.00			7.20			
23	4	07/20/18	07/20/18	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	----1--	:30	1	\$510.00	04	2.70	NM	1	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	----1--			1		\$510.00			2.70			
N24	4	07/22/18	07/22/18	Sunday Prime Hour 1 Sunday Prime Hour 1	CM		-----1	:30	1	\$1,200.00	07	3.70	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1			1		\$1,200.00			3.70			
N28	4	07/23/18	07/23/18	M-F 10p-1035p M-F 10p-1035p	CM	10:00 PM-10:35 PM	1-----	:30	1	\$1,320.00	04	5.90	NM	1	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/18	07/29/18	1-----			1		\$1,320.00			5.90			
N29	4	07/25/18	07/25/18	M-F 10p-1035p M-F 10p-1035p	CM	10:00 PM-10:35 PM	--1----	:30	1	\$1,320.00	04	5.90	NM	1	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/18	07/29/18	--1----			1		\$1,320.00			5.90			
N30	4	07/21/18	07/21/18	Sa 10p-1035p Sa 10p-1035p	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$1,190.00	04	5.30	NM	1	\$1,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1-			1		\$1,190.00			5.30			
N31	4	07/22/18	07/22/18	Su 10p-1035p Su 10p-1035p	CM	10:00 PM-10:35 PM	-----1	:30	1	\$1,320.00	04	5.30	NM	1	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	-----1			1		\$1,320.00			5.30			
N32	4	07/21/18	07/21/18	Open Championship Open Championship	CM	6:00 AM-2:00 PM (6:00 AM-2:00 PM)	-----2-	:30	2	\$350.00	07	2.10	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	-----2-			2		\$350.00			2.10			
N33	4	07/22/18	07/22/18	Golf Highlights Golf Highlights	CM	4-5p	-----2	:30	2	\$350.00	07	1.70	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	-----2			2		\$350.00			1.70			
N34	4	07/27/18	07/27/18	M-F 6a-7a M-F 6a-7a	CM	6:00 AM-7:00 AM	----1--	:30	1	\$510.00	04	2.70	NM	1	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/18	07/29/18	----1--			1		\$510.00			2.70			
N35	4	07/24/18	07/24/18	Tuesday Prime Hour 3 Tuesday Prime Hour 3	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$1,800.00	04	5.20	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/18	07/29/18	-1-----			1		\$1,800.00			5.20			
36	4	07/20/18	07/20/18	Friday Prime Hour 3 Friday Prime Hour 3	CM	9:00 PM-10:00 PM	----1--	:30	1	\$1,200.00	07	3.80	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/18	07/22/18	----1--			1		\$1,200.00			3.80			
N37	4	07/23/18	07/23/18	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	1-----	:30	1	\$450.00	04	2.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/18	07/29/18	1-----			1		\$450.00			2.80			

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N37	4	07/23/18	07/23/18	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	1-----	:30	1	\$450.00	04	2.80 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	07/23/18	07/29/18	1-----		1			\$450.00	2.80				
N38	4	07/24/18	07/24/18	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	-1-----	:30	1	\$450.00	04	2.80 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	07/23/18	07/29/18	-1-----		1			\$450.00	2.80				
N39	4	07/26/18	07/26/18	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	---1---	:30	1	\$450.00	04	2.80 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	07/23/18	07/29/18	---1---		1			\$450.00	2.80				
40	4	07/20/18	07/20/18	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	----1--	:30	1	\$450.00	04	2.80 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	07/16/18	07/22/18	----1--		1			\$450.00	2.80				
N41	4	07/21/18	07/21/18	Sa 8a-9a Sa 8a-9a	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$260.00	07	2.60 NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	07/16/18	07/22/18	-----1-		1			\$260.00	2.60				
Totals													40	\$27,735.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Strategic Media Placement

do hereby request station time concerning the following issue:

Wind Catcher Project

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached Order					

This broadcast time will be used by: Public Service Company of Oklahoma

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

--

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Public Service Company of Oklahoma 1 Riverside Plaza Columbus, OH, USA
43215-2372

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Stuart Solomon, President & COO

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

_____ Date	 _____ Signature	740-201-5500 _____ Contact Phone Number
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TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

_____ Signature	_____ Printed Name	_____ Title
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