IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION authorizing the County Executive to execute contracts for television production, marketing, and air time for use by the Parks and Recreation Department, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, at an actual aggregate cost to the County not to exceed \$55,680.00.

RESOLUTION #17261, April 26, 2010

INTRODUCED BY Fred Arbanas, County Legislator

WHEREAS, the Parks and Recreation Department has a need for television production, marketing, and air time for its marketing campaign; and,

WHEREAS, in consideration of the unique nature of the television industry and the specific markets served by and viewership ratings of each television station or provider, the Director of Parks and Recreation recommends award of contracts for this campaign to the following vendors:

<u>VENDORS</u>	<u>AMOUNT</u>
Meredith Corporation d/b/a KCTV 5 Fairway, KS	\$10,220.00
KCCP Trust d/b/a Time Warner Cable Milwaukee, WI	\$14,555.00

Fox Entertainment Group d/b/a WDAF-TV Kansas City (Jackson County), MO		\$10,400.00
Hearst-Argyle Television, Inc. d/b/a/ KMBC-TV Kansas City (Jackson County), MO		\$ 13,500.00
Scripps Howard Broadcasting d/b/a NBC Action News Kansas City (Jackson County), MO		\$ 7,005.00
	Total	\$ 55,680.00

now therefore,

BE IT RESOLVED that award be made as recommended by the Director of Parks and Recreation, and that the County Executive be, and is hereby, authorized to execute for the County contracts with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, in a form to be approved by the County Counselor; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing is authorized to make all payments, including final payment on the contracts.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FOR	M:		
Pamela Lu Deputy/Assistant County		Acting Cou	inty Counselor
Certificate of Passage			
			on # of April 26, 2010, was duly n County Legislature. The votes
Yeas Abstaining _	9	Nays	0
5-3 · /O Date		Mary Jo Sp	ary b Speno Dino, Clerk of Legislature
expenditure is chargeable	e and there is a cas he fund from which	h balance of	f the appropriation to which the herwise unencumbered in the to be made each sufficient to
ACCOUNT NUMBER: ACCOUNT TITLE:	003 1601 56210 Park Fund Director - Parks Advertising		
NOT TO EXCEED:	\$55,680.00		
<u> Jyrik 22,2010</u> Date		Director of	Finance and Purchasing

REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office: Res/Ord No.: 17261

Sponsor(s): Fred Arbanas Date: April 26, 2010

SUBJECT	Action Requested ☐ Resolution ☐ Ordinance Project/Title: Marketing Campaign — Requesting the County Executive to execute contracts for television air time for use by the Parks & Recreation Department												
BUDGET INFORMATION To be completed By Requesting Department and Finance	Amount authorized by this legislation this fiscal year: Amount previously authorized this fiscal year: Total amount authorized after this legislative action: Amount budgeted for this item * (including \$55,680.00 transfers): Source of funding (name of fund) and account code number; FROM / TO Advertising * If account includes additional funds for other expenses, total budgeted in the account is: \$78,600.00 OTHER FINANCIAL INFORMATION: No budget impact (no fiscal note required) Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: Estimated Use: \$												
	Prior Year Budget (if applicable): \$54,540.00 Prior Year Actual Amount Spent (if applicable): \$54,540.00												
PRIOR LEGISLATION	Prior ordinances and (date): Prior resolutions and (date): 16303 (5/21/07), 16631 (5/5/08), 16898 (5/11/09)												
CONTACT INFORMATION	RLA drafted by (name, title, & phone): Michele Newman, Director of Parks & Recreation, (816) 503-4820												
REQUEST SUMMARY	A Resolution authorizing the County Executive to execute contracts for television air time, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS; KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI; Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO; Hearst-Argyle Television, Inc. d/b/a KMBC-TV and Scripps Howard Broadcasting d/b/a NBC Action News, for use by the Parks & Recreation Department, at an aggregate cost to the County not to exceed \$55,680, as a sole source purchase. 2010 Parks Marketing Campaign \$10,220 Multimedia package – Meredith Corporate – d/b/a KCTV 5 \$14,555 Cable Television – KCCP Trust – d/b/a Time Warner Cable (includes all ad placements for Comcast Cable in Eastern Jackson County)												
	\$10,400 TV ad buy – Fox Entertainment Group – d/b/a WDAF-TV \$13,500 TV ad buy – Hearst-Argyle Television, Inc. – d/b/a KMBC-TV \$7,005 TV ad buy – Scripps Howard Broadcasting – d/b/a NBC Action News \$55,680												
	The marketing campaign focuses primarily on the medium of television, while also driving traffic to Jackson County's website, and significantly promoting on-line registration. Our goal is to continue to increase revenue through marketing, while raising the profile of Jackson County Parks & Recreation during its peak seasons of spring and summer.												

CLEA	ARANCE	Business License Ve	pleted (Purchasing & Departm erified (Purchasing & Departm ce - Affirmative Action/Prevai	ent)	Office)
ATTA	ACHMENTS	Spreadsheet of donors ar	nd amounts.		
REVI	EW	Department Director: N	Michele Newman, Director of I	Parks & Recreation	Date 4/14/10
		Finance (Budget Approv	val): Mai Ka		Date: 1-21-11)
		If applicable Division Manager:	S Jary Va	musse	Date: 4/10/10
		County Counselor's Offi	ice:		Date:
Fisca		on (to be verified by B diture was included in the	sudget Office in Finance I annual budget.	Department)	
	Funds for t	his were encumbered from	the	Fund in	
	is chargeab	le and there is a cash balar	nbered to the credit of the appr nce otherwise unencumbered i t to provide for the obligation	n the treasury to the credit of t	iture he fund from which
	Funds suffi	cient for this expenditure	will be/were appropriated by C	Ordinance #	
	Funds suffi	cient for this appropriation	n are available from the source	indicated below.	
	Account 1	Number:	Account Title:	Amount Not to Excee	ed:
	This award funds for sp	is made on a need basis a pecific purchases will, of n	nd does not obligate Jackson C necessity, be determined as eac	County to pay any specific amo h using agency places its orde	ount. The availability of r.
П	This legisla	tive action does not impac	ct the County financially and d	oes not require Finance/Budge	et approval.

Fiscal Note:

This expenditure was included in the Annual Budget.

Date:	April 21, 2010		RES# 17261
	Department / Division	Character/Description	Not to Exceed
Park F	Fund - 003		
1601 -	Director - Parks	56210 - Advertising	55,680.00
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			<u> </u>
			<u> </u>
MA	rul granusk	Total	55,680.00

Jackson Co P & R Plan A 2010 (R)

Lengths: 30 Dayparts: RT Client. Jackson County Parks and Rec Buyer: Angie Jeffries Advertiser: JACKSON CO, PARKS & RECREATION Product: Entertainment - Parks Sched Dates: 5/24/10 - 9/5/10

AE: Kristi Goodloe Asst: JoAnne Blackwell (816) 222-5609 Phone: (816) 222-5428 Fax: (816) 358-0445 Email: Kristi:goodloe@twcable.com

4/2/2010 2:10PM Est # 221746 Kansas City 5BK May09-Sep09 C-DMA Nielsen CBL #

Media Sales	
@	

All-Wks Avrg

	Sofe		ğ			WK 1 - V	- WK 15			_	WK 3	Wk4	WK 6	WR 8	WK9 \	WK 10	WK 11	Wk 13	WK 15
		. \$8.00	ğ	Ν̈́	Women 25-49	6	Me	Men 25-49		5/24	2/9	6/14	6/28	7/12	7/19		8/2 '10	8/16	8/30
				Rtg	Rch	Freq	£.	즇	Fred	5	ç	5	9	9	ç	<u>2</u>		10	10
Kansas City 5BK May09- Sep09 C-DMA Nielsen CBL #		\$14555.00	726	0.4	73.0%	3.6	0.2	47.8%	2.9	74	74	4.	72	72	72	72	22	72	72
5961, Time Warner/Central Zone		\$8650.00	350	0.7	73.5%	3.5	0.4	47.2%	2.8	. 35	35	35	35	ક્ષ	35	38	35	35	35
FAM -TV		\$320.00	70	0.3	9.9%	2.3	0.1	4.0%	2.3	^	7	-	7	^	7	7	1	7	7
M-F 3p-7p		\$6.00	50	»0.3	7.5%	2.1	0.1	2.8%	2.1	35	ß	5	\$	သ	5	25	ii.	. 5.	"
M-Su 12:01a-11:59p		\$1.00	20	*0.4	5.7%	1.3	0.2	2.6%	1.3	7	7	~	7	7	7	~	2	7	2
BRVO-TV		\$1520.00	7.0	0.7	19.2%	2.4	0.3	9.0%	2.4	_	_	_	_	~	7	7	7	7	7
W-Su 5p . 12m		\$30.00	50	»0.8	17.6%	2.2	0.4	8.2%	2.2	5	ß	5	5	ഗ	5	30	30	5	5
M-Su 12:01a-11:59p		\$1.00	20	»0.4	2.9%	1.5	0.2	2.8%	1.5	2	7	77	7	7	7	2	~	2	2
HGTV-TV		\$1920.00	2	0.8	22.6%	2.5	0.3 1	10.0%	2.4	_	7	^	~	4	7	-	1	7	7
W-Su 5p-12m		\$38.00	SS	%0.9	»0.9 20.5%	2.2	0.4	9.2%	2.2	ιΩ	လ	9	S	5	5	30	3	5	5
M-Su 12:01a-11:59p		\$1.00	ន	9.0%	7.7%	1,5	0.2	3.2%	1.5	2	7	7	7	2	7	~	2	2	
LIF -TV	_	\$1870.00	2	9.8	24.4%	2.2	0.2	7.3%	2.2	7	7	7	7	_	7	-	7	7	7
W-Su 5p-12m		\$37.00	22	%0.9	22.1%	2.0	0.3	%9.9	2.0	2	5	. 5	S	c)	5	5	5	5	5
M-Su 12:01a-11:59p	_	\$1.00	ຊ	%0°2	7.7%	1.4	0.2	2.3%	1.4	2	2	2	7	7	7	N	2	2	2
USA -TV		\$3020.00	52	1.2	1.2 36.1%	2.2	0.9	0.9 27.3%	2.2	2	7	-	~	^	-	~	-	7	
W-Su 5p-12m	_	\$60.00	50	»1.3	»1.3 33.2%	2.0	1.0 %	1.0 25.1%	2.0	5	5	5	5	ις.	5	5	ß	5	5
M-Su 12:01a-11:59p		\$1.00	20	»0.7	10.0%	1.4	9.0	7.8%	4,	7	2	7	7	~	7	~	2	7	1
5963, TW-		\$5905.00	376	0.7	72.3%	3.8	0.4	48.8%	3.7	33	88	စ္တ	37	37	155	166	37	37	37
Comcast/Eastern Jackson	-										•								;
FAM -TV		\$320.00	70	0.3	9.4%	2.3	0.1	3.8%	2.3	^	7	7	7	7	7	7	~	7	7
M-F 3p-7p		\$6.00	22	»0.3	7.1%	2.1	0.1	2.6%	2.1	9	5	3	3	5	5	3	2	5	2
M-Su 12:01a-11:59p		\$1,00	ឧ	»0.4	5.4%	1.3	0.2	2.5%	1.3	7	7	7	~	7	2	~	2	. 2	2
BRVO-TV		\$770.00	20	9.0	18.2%	2.4	0.3	8.4%	2.4	7	7	7	7	7	7	7	7	7	7
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		Note	Rate	Cnit		-	WK 1 - WK 15	WK 15			Wk 1	Wk3	WK 4	WK6	WK 8	WR 9		WK 10 WK 11	WK 13	WK 15
,			28.00	ĕ	Wo	Women 25-49	8	M	Men 25-49	6	5/24	6/7	6/14	6/28	7/12	2/19	7/26	8/2 '10	8/16	8/30
					Rtg	Rch	Freq	Rtg	Rch	Freq	01	2	ç	2	<u></u>	<u></u>	5		5	2
	W-Su 5p-12m		\$15.00	50	%0°Z	16.7%	2.2	0.3	7.7%	2.2	2	9	ហ	5	S	. 10	5	5	S	ς,
	M-Su 12:01a-11:59p		\$1.00	20	*0.4	5.5%	1.5	0.2	2.6%	1.5	2	2	2	2	2	7	2	٦	2	2
	FOOD-TV		\$1520.00	88	0.8	0.8 22.7%	2.7	0.4	13.3%	2.7	8	8	8	80	8	82	8	~	80	8
	W-Su 5p-12m		\$25.00	60	»0.8	20.9%	2.4	0.5	12.3%	2.4	g	S	9	9	9	ဖ	ဖ	9	9	9
	M-Su 12:01a-11:59p		\$1.00	20	»0.5	7.4%	1.5	0.3	4.1%	1,5	2	2	7	2	2	2	2	7	2	2
	: VT- =:		\$1292.00	73	0.7	0.7 23.6%	2.3	0.2	7.0%	2.3	8	∞	80	7	_	4.	7	_	7	7
	W-Su 5p-12m		\$24.00	53	»0.8	21.5%	2.0	0.2	6.4%	2.0	9	မ	9	3	5	5	5	5	S	5
	M-Su 12:01a-11:59p		\$1.00	20	»0.5	7.3%	1,4	0.2	2.2%	1.4	2	7	2	2	2	2	2	2	2	2
	USA -TV		\$2003.00	83	1.1	36.9%	2.5	0.8	27.7%	2.5	6	6	ග	έ	80	8	8	8	80	8
	W-Su 5p-12m		\$33.00	60	»1.3	34.2%	2.2	0.9	25.6%	2.2	9	9	မ	9	9	မ	ဖ	g	Q	9
=	M-Su 12:01a-11:59p		\$1.00	ध	»0.7	10.4%	1.5	0.5	8.0%	1.5	3	3	3	2	2	2	2	2	2	2
Total			\$14555.00	726	0.4	73.0%	3.6	0.2	02 47.8%	2.9	74	74	74	22	72	7.5	72	72	72	72

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Total
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Total Units	74	148	216	216	72	726	
Gross Cost	\$1,473	\$2,946	84,344	84,84	\$1,448	\$14,555	
Month	05/2010	06/2010	07/2010	08/2010	09/2010	Total	_

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Nielsen Audience Estimates Copyright ©2010 Nielsen Media Research

Adjustments: Network Insertability and Network Carriage have been factored into calculations. Kansas City 5BK May09-Sep09 C-DMA Nelsen CBL #
Cable Zones: TIME WARVIER CABLE, Time Warner/Central Zone
Kansas City 5BK May09-Sep09 C-DMA Nielsen CBL #
Cable Zones: COMÇAST, TW-Comcast/Eastern Jackson Crt

» Estimate information indicated has been supplied by the user.

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Michtele Newman, Director Jackson County Parks & Recreation

Approvedby:

Date 4-8-/

Action NEWS KSHE-TV

JACKSON COUNTY PARKS AND RECREATION 2010 Option 1

Advertiser: JACKSON COUNTY PARKS AND RECREATION

Advertiser Product: OT PSA|52822

Spot Length(s): :30 Plan Number: 8012 Acct. Exec: Phone #:

Kirt Brown 816-932-4130

Phone #: 816 Email: brow

brownk@nbcactionnews.com

Kirt Brown

Flight Dates: 06/07/2010-08/08/2010

Station Program Length Time		,										·	W k s	Rate Spots
										DMA	DMA	•	-	
КЅНВ	JN 7		JN 21		JL 5		JL 19	JL 26	AU 2	P18+ RTG	P18+ (000)	•		
NBC Action News 5a	<u>-</u> -	1	<u>-</u> -	2	1	1	1	1	1.	0.7	12.7			\$45.00
:30 Mo-Fr 5:00a-6:00a	•	•	•	_	•	•	•	'	•	\$64.29	\$3.54	·	9	10
NBC Action News 6a	1	1	1	1	1	1	1	1	1	1.5	25.6			\$140.00
:30 Mo-Fr 6:00a-7:00a	·	·		·	-	·	•	·	•	\$93.33	\$5.47		9	9
NBC Today Show	1	1	2	2	1	1	1	1	1	1.8	31,2			\$150.00
:30 Mo-Fr 7:00a-9:00a										\$83.33	\$4.81	·	9	11
NBC Action News Midday	1	1	1	1	1	1	1	1	1	1.3	22.3			\$60.00
:30 Mo-Fr 11:00a-12:00p										\$46.15	\$2.69		9	9
NBC Action News 5pm	1				1				1	3.0	52.3			\$175.00
:30 Mo-Fr 5:00p-5:30p										\$58.33	\$3.35		3	3
NBC Saturday Today	1	1	1	2	1	1	1	1	1	1.1	19.3			\$60.00
:30 Sat 6:00a-8:00a										\$54.55	\$3.11		9	10
NBC Action News Today	1	1	1	1	1	1	1	1	1	1.1	20.2			\$80.00
:30 Sat 8:00a-9:00a										\$72.73	\$3,96		9	9
Wheel of Fortune Sat	1	1	1	1	1	1	1	1	1	3.0	52.2			\$140.00
:30 Sat 6:30p-7:00p										\$46.67	\$2.68	 	9	9
KSHB Totals	8	7	.8	10	8	7	7	7	8					\$7,005.00
							GRP	/{000)}	108.9	1902.8		Spts	s: 70
								CPM		\$64.33	\$3.68			
								leach		36.8 3.0	36.8 3.0			
						r	redi	iency	·	3.0	9.0			
										Approved by:				•

General Summary

Oblivial Guillian,												
Name	Spots	Cost	Grps	Grimps	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population	
KSHB	70	\$7,005	108.9			3.0	21.4	\$64.33	\$3.68	646,414	1,758,682	\neg

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Approved by:

Michele Newman, Director

Jačkson County Parks & Recreation

Date 4-8-10

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04/06/2010 4:01:44 PM Page 1 of 1



www.kmbc.com

And:

Jackson County Missouri 415 East 12th Street Ste #200 Kansas City, MO 64106-2706

	Contract / Re	<u>vision</u>		Alt. Order	<u>#</u>
	628590	1			
Product					
010					
Contract Dates	Est.#				
16/14/10 - 07/25/10					
\dvertiser			Оп	ginal Date	/ Revision
lackson County Missour	1		0	4/02/10	/ 04/02/10
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broade	ast		Cash
	<u>Station</u>	Accou	ıl E	xecutive	Sales Office
	кмвс	Amy A	rnol	ď	Kansas City
	Special Handl	ing			•
	Demographic				
	Adults 25-54				
					Total Ratings
					131.50
	<u>ID8#</u>	<u>Adverti</u>	ser	Code	Product Code
	Agency Ref			Advertiser	Ref
			- 1		

Hiatus Dates: 06/28/10-07/04/10

						Spots/			Tot	als
*Line Ch Start	Date End I	ate Descripti	on	Start/End Ti	me Day	s Length Week	Rate Rtr	Туре	Spots	Amount
N 1 KMBC 06/14			s at 6:30am	5:30-6am		:30		NM	5	\$1,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			- 1		
Week: 08/14/10	06/20/10	MTWTF	1	\$250.00	2.10					
Week: 06/21/10	06/27/10	MTWTF	1	\$250.00	2.10					
Week: 06/28/10	07/04/10		U	\$0.00	0.00			1		
Week: 07/05/10	07/11/10	MTWTF	1 .	\$250.00	2.10	•				
Week: 07/12/10	07/18/10	MTWTF	1	\$250.00	2.10			ľ		
Week: 07/19/10	07/25/10	MTWTF	1	\$250.00	2.10					
N 2 KMBC 06/14				6-7am		:30		NM	5	\$2,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating			ı		
Week: 06/14/10	06/20/10	MTWTF	1	\$450.00	3.40			ı		
Week: 06/21/10	06/27/10	MTWTF	1	\$450.00	3.40			- 1		
Week: 06/28/10	07/04/10		0	\$0.00	0.00			- 1		
Week: 07/05/10	07/11/10	MTWTF	1	\$450.00	3.40					
Week: 07/12/10	07/18/10	MTWTF	1	\$450.00	3.40					
Week: 07/19/10	07/25/10	MTWTF	1	\$450.00	3.40					
N 3 KMBC 06/14	/10 07/25/	10 Good Mon	ning America	7-9am		:30		NM	10	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Raling			ı		
Week: 06/14/10	06/20/10	MTWTF	2	\$300.00	2,90					
Week: 06/21/10	06/27/10	MTWTF	2	\$300.00	2.90					
Week: 06/28/10	07/04/10	~~~~~	0	\$0,00	0.00					
Week: 07/05/10	07/11/10	MTWTF	2	\$300.00	2.90			1		
Week: 07/12/10	07/18/10	MTWTF	2	\$300,00	2.90					
Week: 07/19/10	07/25/10	MTWTF	2 ·	\$300.00	2.90					
N 4 KMBC 06/14/	110 07/25/1	0 KMBC We	ekend News Rota	tt/7-9am		:30		NM	5	\$625.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating			- 1		
Week: 06/14/10	06/20/10	\$S	1	\$125.00	2.00					
Week: 06/21/10	06/27/10	\$Ş	1	\$125.00	2.00			ŀ		
Week: 06/28/10	07/04/10		0	\$0.00	0.00					
Week: 07/05/10	07/11/10	SS	1	\$125.00	2.00					

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the emount of any bills rendered by station within the time specified and untipayment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by coorditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or gender. Advertising and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminately purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or gender.

04/02/10 / 04/02/10

KMBC 6455 Winchester Ave Kansas City, MO 64133-6409 (816)221-9999

Contract / Revision Alt, Order # 628590 Contract Dates Product Est. # 06/14/10 - 07/25/10 2010 Advertiser Original Date / Revision

Jackson County Missouri

www.kmbc.com

Week: 06/21/10

Week: 06/28/10

Week:_07/05/10__

06/27/10

07/04/10

-07/11/10....MTWT.E--

MTWTF--

							Spots/			To	als
*Line Ch Start	Date End I	Date Description	on	Start/End	Time	Days	Length Week	Rate Rt	n Type	Spots	Amount
Start Date		<u>Weekdays</u>	Spots/Week	Rale							
Week: 07/12/10	07/18/10	SS	1	\$125.00							
Week: 07/19/10	07/25/10	ss	1	\$125.00	2.00				•		
N 5 KMBC 06/14				9-10am			:30		NM	5	\$875.00
Start Date Week: 06/14/10		<u>Weekdays</u>	Spots/Week	Rate							
Week: 06/21/10	06/20/10 06/27/10	MTWTF MTWTF	1	\$175.00 \$175.00		•					
Week: 06/28/10	07/04/10	611.W.1.L	Ó	\$175.00							
Week: 07/05/10	07/11/10	MTWTF	1	\$175,00							
Week: 07/12/10	07/18/10	MTWTF	i	\$175.00							
Week: 07/19/10	07/25/10	MTWTF	i	\$175,00					J		
N 6 KMBC 06/14			•	3-4pm			:30		NM	5	\$750.00
Start Date	End Date	Weekdays	Spols/Week	Rate	Rating		.00		ININ	Ų	\$750.00
Week: 06/14/10	06/20/10	MTWTF	1	\$150.00	1.40						
Week: 06/21/10	06/27/10	MTWTF	1	\$150,00	1,40				- 1		
Week: 06/28/10	07/04/10		0	\$0.00	0.00				I		
Week: 07/05/10	07/11/10	MTWTF	1	\$150.00	1.40						
Week: 07/12/10	07/18/10	MTWTF	1	\$150.00	1.40				ļ		
Week: 07/19/10	07/25/10	MTWTF	1	\$150.00	1.40						
N 7 KMBC 06/14	/10 07/25/	10 5pm News		5-530pm	-		:30		NM	5	\$2,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					- 1		
Week: 06/14/10	06/20/10	MTWTF	1 .	\$450.00	2.70				- 1		
Week: 06/21/10	08/27/10	MTWTF	1	\$450.00	2.70				ı		
Week: 06/28/10	07/04/10		0	\$0.00	0.00						
Week: 07/05/10	07/11/10	MTWTF	1	\$450.00	2.70						
Week: 07/12/10 Week: 07/19/10	07/18/10 07/25/10	MTWTF MTWTF	1 1	\$450,00 \$450,00	2.70 2.70				i		
					2.10				444.4		
N 8 KMBC 06/14		•		5-530pm	Deller		:30		MM	5	\$875.00
Start Date Week: 06/14/10	End Date 06/20/10	<u>Weekdays</u> S-	Spots/Week 1	Rate \$175,00	Raling 3.70						
Week: 06/21/10	06/27/10	S-	1	\$175,00	3.70				i		
Week: 06/28/10	07/04/10		ò	\$0.00	0.00						
Week: 07/05/10	07/11/10	S-	1	\$175.00	3.70				I		
Week: 07/12/10	07/18/10	s-	1	\$175.00	3.70						
Week: 07/19/10	07/25/10	S-	1	\$175.00	3.70				Ī		
N 9 KMBC 08/14/	/10 07/25/	0 The Office		1105-1135pr	n		:30		NM	5	\$1,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating		.00		'`''	•	Ψ1,200.00
Week: 06/14/10	06/20/10	MTWTF	1	\$250.00	2.70						
Week: 06/21/10	06/27/10	MTWTF	1	\$250.00	2.70				ı		
Week: 06/28/10	07/04/10		0	\$0.00	0.00			•			
Week: 07/05/10	07/11/10	MTWTF	1	\$250,00	2.70].		
Week: 07/12/10	07/18/10	MTWTF	1	\$250,00	2.70				Į		
Week: 07/19/10	07/25/10	MTWTF	1	\$250.00	2.70						
N 10 KMBC 06/14/	10 07/25/1	0 Nightline		1205-1235an	n		:30		NM	5	\$375.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						-
Week: 06/14/10	06/20/10	MTWTF	1	\$75.00	1,30				1		
INDAN' HRID1/40	382777150	MTUTC	4	ፍ ፖር ቦሶ	4 20						

1.30

0.00

1.30

\$75.00

\$0.00

\$75.00_

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

Notwithstanding to whom bits are rendered, severtiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bits rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or gender. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or gender.



Contract / Revision Alt. Order# 628590 Contract Dates Product Est.# 06/14/10 - 07/25/10 2010 Advertiser Original Date / Revision 04/02/10 / 04/02/10 Jackson County Missouri

www.kmbc.com

*Line Ch Start	Date End D	ate Description	1	Start/End Ti	me Days	Spots/ Length Week	Rate Rtn	<u>To</u> Type Spots	otals Amount
Start Date Week: 07/12/10	End Date 07/18/10	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$75.00	Rating 1.30				
Week: 07/19/10	07/25/10	MTWTF	1	\$75.00	1,30	Totals	131.50	55	\$13,500.00

Time Period	# of Spots	Gross Amount	Net Amount
05/31/10 -06/27/10	22	\$5,400.00	\$5,400.00
06/28/10 -07/25/10	33	\$8,100.00	\$8,100.00
Totals	55	\$13,500.00	\$13,500.00

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by:

Michele Newman, Director

Jackson County Parks & Recreation

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

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basis of race or gender.

Jackson Co Parks & Recreation 06/14/10-07/25/10

Agency: Jackson Co Parks & Advertiser: Jackson Co Parks &

Description: 2010 Plan B

Estimate#:

Flight(s): 06/14/10-07/25/10

Hiatus:

Books:

Demos: A25-54, W25-49 Unit Lengths:0, :15, :30 Account Executive; Chris Owen

Station(s): WDAF

Sales office: Kansas City WDAF

Phone: (816)932-9180 Email: chris.owens@wdaftv4.com

Buyer: Michele Newman Phone: (816)881-3000

Email:



Daypart	Program Days	Time	Dates	Length	2010 June 06/14	06/21	July 06/28	07/05	07/12	07/19	Total	Book(s)	A25-54 Primary	W25-49
WDAF	1.51													
AM	Fox 4 N M-F	lews Mori 7-9 AM	ning Show TFN	Units :30 CPP Units	2 \$225 3	2 \$225 3	2 \$225 3	2 \$225 3	2 \$225 3	2 \$225 3	\$2,700 48,700	Default Ri SI Hi	ur 🗀 🚉	
				:15 CPP	\$125	\$125	\$125	\$125	\$125	\$125	\$2,250			
ĐΥ	Fox 4 N M-F	lews at No 12-1 PM	oon TFN	Units :30 CPP	3 \$80	3 \$80	3 \$80	2 \$80	2 \$80	2 \$80		Default RI Si	ır	erioserio (Popolicio Propertina Constituto Propertina
LN	Fox 4 N M-F	ews @ 9p 9-10 PM	om TFN	Units :30 CPP Units :15	\$500 2 \$300	\$500 2	1 \$500 2	\$500		\$500	\$1,450 6	Default Rt Sh H/	g ir	
	WDAFE	Run of Site		CPP Units	\$300	\$300	\$300	\$300	\$300	\$300	\$1,800		1 / 1 · 6 - 1 · 10 · 6 ·	
			TFN	NonBroad CPP	\$1,000		\$0	\$0	\$0	\$0	\$1,000	Default Rt Sh H/I	r	
	Main Com	ment: FOX4	KC.com Online expo	sure to be 85,0	000 impre	ssions ov	er the co	urse of y	our cam	palgn				2 20 10 10
		4-3:59 AM	06/14/10-07/25/10	Units :30 CPP	\$0 	\$0	2 \$0	30 30	\$0	2 50	12 \$0	Default Rty Sh H/I	r E	
PROPOSA	L SUMMAR	Υ	e san in Tille fransk sen. Henri Stefansk fransk er		June 06/14	06/21	July 06/28	07/05			SUMMARY A25-54 (Primary)			W25-49
			Kansas City	Units Total \$ GRPs Reach	14 \$3,165	12 \$1,665	13 \$2,165		10 \$1,435_	9 \$985_	67 \$10,400			67 -\$10,400
				Frequency				1						5.7E

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by: The Thewar	
Muchele a rewon	3
Michele Newman, Director	

Jackson County Parks & Recreation

Date 4-8-10

Powered by WIDE ORBIT

Rating information @ The Nielsen Company.

1 of 1

4/6/2010 Proposal: 3092



KCTV5 FEIN: 42-0410230 4500 Shawnee Mission Pkwy Fairway, KS 66205 (913)677-5555

And:

www.kctv5.com

Jackson County Parks & Rec Attn: Amy Coffer 22807 Woods Chapel Blue Spring, MO 64015

	(- · · · · · · · · · · · · · · · · · ·				
•	Contract / Re	vision		Alt Order	#
	361844	1			
Product		•			
MAY FLIGHT					
Contract Dates	Estimate #				
)5/24/10 - 05/30/10			ŀ		
Advertiser			Orio	ginal Date	/ Revision
lackson County Parks &	Rec		0	4/05/10	/ 04/05/10
	Billing Cycle	Billng	Cale	ndar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt Ex	ecutive	Sales Office
	KCTV	Tom So	chult	ie	KCTV Local
	Special Handi	ing			
					•
	Demographic	-			
	Adults 25-54				
ļ					
.	DB#	Advertis	er C	Code	Product Code
Ī	Agency Ref		P	\dvertiser	Ref

			Spots/			Tot	als
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
N 1 KCTV 05/24/10 05/30/10 More in the Morning 6A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/24/10 05/30/10 MTWTF 1	6-7am <u>Rate</u> \$220.00		:30		MM	1 .	\$220.00
N 2 KCTV 05/24/10 05/30/10 CBS Soaps <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/24/10 05/30/10 MTWTF 1	1230-3pm <u>Rate</u> \$110.00		:30		NM	1 .	\$110.00
N 3 KCTV 05/24/10 05/30/10 Ellen <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/24/10 05/30/10 MTWTF 1	3-4pm <u>Rate</u> \$170.00		:30		NM	1	\$170.00
N 4 KCTV 05/24/10 05/30/10 Letterman <u>Start Date</u>	1035-1137pm <u>Rate</u> \$180.00		:30		,NM	1	\$180.00
			Totals			4	\$680.00

Time Period	# of Spots	Gross Amount	Net Amount
04/26/10 -05/28/10	4	\$680.00	\$680.00
Totals	4	\$680.00	\$680.00

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by:			•
Michele Newman, Director	Date	4-8-10	
Michele Newman, Director			
Jackson County Parks & Recreation			

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KCTV5 FEIN: 42-0410230 4500 Shawnee Mission Pkwy Fairway, KS 66205 (913)677-5555

And:

www.kctv5.com

Jackson County Parks & Rec Attn: Amy Coffer 22807 Woods Chapel Blue Spring, MO 64015

	Contract / Re	vision	Alt Order #			
	361847	1				
Product .	.			<u> </u>		
JUNE FLIGHT						
Contract Dates	Estimate #					
06/07/10 - 06/27/10						
Advertiser			Ori	ginal Date	/ Revision	
Jackson County Parks &	Rec		0	4/05/10	/ 04/05/10	
	Billing Cycle	Billing	Cale	endar	Cash/Trade	
·	EOM/EOC	Broadc	ast		Cash	
İ	Station	Accoun	ŧΕ>	recutive	Sales Office	
	KCTV	Tom So	hul	te	KCTV Local	
	Special Handi	ing				
,	<u>Demographic</u>					
	Adults 25-54					
. [-	<u> </u>					
<u>[</u>	D8#	Advertis	et (Code	Product Code	
. [4	Agency Ref		1	dvertiser	Ref	
			- 1		Ţ.	

411 01 01 15 1			•		Spots/			Tot	lals
*Line Ch Start Date End		on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
		Morning 6A	6•7am .		:30		NM	3	\$660.00
Start Date End Da		Spots/Week	Rate						700000
Week: 06/07/10 06/13/1	_	1	\$220.00				i		
Week: 08/14/10 06/20/1		1	\$220.00						
Week: 06/21/10 06/27/1	MTWTF	1	\$220.00				٠,		
	7/10 CBS Soaps	;	1230-3pm		:30		NM	3	\$330.00
Start Date End Dat		Spots/Week	Rate					-	4000.00
Week: 06/07/10 06/13/10		1	\$110.00						
Week: 06/14/10 06/20/10		1	\$110.00						
Week: 06/21/10 06/27/10) MTWTF	1	\$110.00				- 1		
N 3 KCTV 06/07/10 06/2	7/10 Ellen		3-4pm		:30		NM	3	\$510.00
Start Date End Date		Spots/Week	Rate				,,,,,	•	Q310.00
Week: 06/07/10 06/13/10		1	\$170.00				- 1		
Week: 06/14/10 06/20/10		1	\$170.00				ł	•	
Week: 06/21/10 06/27/10	MTWTF	1	\$170.00						
N 4 KCTV 06/07/10 06/2	7/10 Letterman		1035-1137pm		:30		NM	3	\$540.00
Start Date End Date		Spots/Week	<u>Rate</u>		*			•	9040.00
Week: 06/07/10 06/13/10		1	\$180.00				. [
Week: 06/14/10 06/20/10		1	\$180.00						
Week: 06/21/10 06/27/10	MTWTF	1	\$180.00				ı		
				•	Totals			12	\$2,040.00
					- I-Otalo			* ***	V-10-10-00

Time Period		# of Spots	Gross Amount	Net Amount
05/31/10 -0	06/25/10	12	\$2,040.00	\$2,040.00
Totals	•	12	\$2,040.00	\$2,040.00

Air Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by:

Michele Newman, Director Jackson County Parks & Recreation

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\$4,270.00

CONTRACT



KCTV5 FEIN: 42-0410230 4500 Shawnee Mission Pkwy Fairway, KS 66205 (913)677-5555

www.kctv5.com

And:

Jackson County Parks & Rec Attn: Amy Coffer 22807 Woods Chapel Blue Spring, MO 64015

	Contract / Re	vision		Alt Order	#
	361851	1			
Product	<u> </u>				
ULY FLIGHT					
Contract Dates	Estimate #				
17/05/10 - 07/30/10					
\dvertiser			Ori	ginal Date	/ Revision
lackson County Parks &			0	4/08/10	/ 04/08/10
	Billing Cycle	Billing (Cale	ndar	Cash/Trade
	EOM/EOC	Broadc	ast		Cash
Î	Station	Accoun	ıt Ex	ecutive	Sales Office
	KCTV	Tom So	chuit	te	KCTV Local
	Special Handl	ing			·
_					
	Demographic				
ŀ	Adults 25-54				
ļ					
	oran sa e a				
<u> </u>	DB#	Advertis	er (ode	Product Code
Ĺ					
[2	gency Ref		_[4	\dvertiser	Ref
			- 1		1

Totals

411 01 01						Spots/			To	tals
*Line Ch Start			ภ	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 KCTV 07/05			Morning 6A	6-7am		:30		NM	5	\$1,100.00
<u>Start Date</u> Week: 07/05/10	End Date 07/11/10		Spots/Week	Rate						**,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 07/12/10	07/18/10	MTWTF	1.	\$220.00						
Week: 07/19/10		MTWTF	1	\$220.00						
Week: 07/26/10	07/25/10	MTWTF	2	\$220.00				ı		
	08/01/10	MTWTF	1	\$220.00		-				
2 KCTV 07/05				1230-3pm		:30		NM	5	\$550.00
Start Date Week: 07/05/10		<u>Weekdays</u>	Spots/Week	<u>Rate</u>				- 1		
Week: 07/12/10	07/11/10	MTWTF	1	\$110.00				- 1		
Week: 07/19/10	07/18/10	MTWTF	1	\$110.00						
	07/25/10	MTWTF	2	\$110.00						
Week: 07/26/10	08/01/10	MTWTF	1	\$110.00						
E 3 KCTV 07/05/				3-4pm	****	:30		NM	8	\$1,360.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	V. ,000.00
Week: 07/05/10	07/11/10	MTWTF	1	\$170.00						
Week: 07/12/10	07/18/10	MTWTF	4	\$170.00				- 1		-
Week: 07/19/10	07/25/10	MTWTF	2	\$170.00						
Week: 07/26/10	08/01/10	MTWTF	1	\$170.00						
4 KCTV 07/05/	10 07/30/1	0 Letterman		1035-1137pm		:30		NM	7	\$1,260.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	\$1,200.00
Week: 07/05/10	07/11/10	MTWTF	1	\$180.00			-			
Week: 07/12/10	07/18/10	MTWTF	3	- \$180.00				.		
Week: 07/19/10	07/25/10	MTWTF	2	\$180.00						
Week: 07/26/10	08/01/10	MTWTF	1	\$180.00						

Time Per	lod	# of Spots	Gross Amount	Net Amount
06/28/10	-07/25/10	21	\$3,590.00	\$3,590.00
07/26/10	-07/30/10	. 4	\$680.00	\$680.00
Totals		25	\$4,270.00	\$4.270.00

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Michele Newman, Director Jackson County Parks & Recreation

kson County Parks & Recreation

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KCTV5 FEIN: 42-0410230 4500 Shawnee Mission Pkwy. Fairway, KS 66205 (913)677-5555

www.kctv5.com

And:

Jackson County Parks & Rec Attn: Amy Coffer 22807 Woods Chapel Blue Spring, MO 64015

	Contract / Re	VISION		ž.	
	361854	1			
Product					
AUGUST FLIGHT					
Contract Dates	Estimate #				
08/02/10 - 08/29/10					
Advertiser			Or	ginal Date	/ Revision
Jackson County Parks &	Rec		0	14/08/10	/ 04/08/10
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broade	ast		Cash
	Station	Accour	ıt E	xeculive	Sales Office
•	KCTV	Tom Se	chui	lte	KCTV Local
	Special Hand	ng			•
				•	
	<u>Demographic</u>				
	Adults 25-54				
Ì	IDB#	Advertis	ser	Code	Product Code
	Agency Ref		-	Advertiser	Ref

						Spots/			Tol	als
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
1 KCTV 08/02	/10 08/29/	10 More in the	Morning 6A	6-7am		:30		NM	6	\$1,140.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		•		i		
Week: 08/02/10	08/08/10	MTWTF	2	\$190.00						•
Week: 08/09/10	08/15/10	MTWTF	2	\$190.00				1		
Week: 08/16/10	08/22/10	MTWTF	2	\$190.00				i		
Week: 08/23/10	08/29/10		-0	\$0.00						
E 2 KCTV 08/02	/10 08/29/	10 CBS Soaps	, ,	1230-3pm		:30		NM	4	\$360.00
Start Date	End Date	Weekdays	Spois/Week	Rate						
Week: 08/02/10	08/08/10	MTWTF	2	\$90.00				I		
Week: 08/09/10	08/15/10	MTWTF	1	\$90.00						
Week: 08/16/10	08/22/10	MTWTF	_, 1	\$90.00						
Week: 08/23/10	08/29/10		0	\$0.00		<u></u>				
E 3 KCTV 08/02	/10 08/29/ ⁻	10 Ellen		3-4pm		:30		NM	4	\$560.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 08/02/10	08/08/10	MTWTF	2	\$140.00						
Week: 08/09/10	08/15/10	MTWTF	1	\$140.00				ı		
Week: 08/16/10	08/22/10	MTWTF	1	\$140.00						
Week: 08/23/10	08/29/10		0	\$0.00						
E 4 KCTV 08/02/	10 08/29/1	0 Letterman	"	1035-1137pm		:30		NM	4	\$600.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				İ		
Week: 08/02/10	08/08/10	MTWTF	2	\$150.00						
Week: 08/09/10	08/15/10	MTWTF	1	\$150.00						
Week: 08/16/10	08/22/10	MTWTF	1 1	\$150.00			•			•
Week: 08/23/10	08/29/10		0	\$0.00						
	,				*************************************	Totals			18	\$2,660.00
•				•		Totale	-			

Net Amount Time Period # of Spots **Gross Amount** 07/26/10 -08/20/10 18 \$2,660.00 \$2,660.00 18 \$2,660.00 \$2,660.00 Totals

Air-Time reserved for the use and benefit of Jackson County, Missouri subject to final approval of an agreement for payment by the Jackson County Legislature.

Approved by:

Michele Newman, Director Jackson County Parks & Recreation Date

ckson County Parks & Recreation

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

Notwithstanding to whom bits are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bits rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



www.KCTV5.com (913)677-5555 www.kctv5.com

KCTV5 FEIN: 42-0410230 4500 Shawnee Mission Pkwy Fairway, KS 66205

And:

Jackson County Parks & Rec Attn: Amy Coffer 22807 Woods Chapel Blue Spring, MO 64015

	Contract / Re	vision	Alt Order	#
	361855	1		
Product	•			
SEPTEMBER FLIGHT	•			
Contract Dates	Estimate #			•
9/06/10 - 09/19/10	1 .			
Advertiser			Original Date	/ Revision
Jackson County Parks	& Rec		04/08/10	/ 04/08/10
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	ast	Cash
	Station	Accour	nt Executive	Sales Office
	ксту	Tom So	chulte	KCTV Local
•	Special Hand	ing		,
	Demographic			
	Adults 25-54 ,			
•				
•				
	IDB#	Advertis	ser Code	Product Code
•				
	Agency Ref		Advertiser	Ref
	1			

•		Spots/		Tot	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
E 1 KCTV 09/06/10 09/19/10 More in the Morning 6A Start Date End Date Weekdays Spots/Week Week: 09/06/10 09/12/10 MTWTF 1 Week: 09/13/10 09/19/10 0	6-7am <u>Rate</u> \$190.00 \$0.00	:30	NM	1,	\$190.00
E 2 KCTV 09/06/10 09/19/10 CBS Soeps Start Date End Date Weekdays Spots/Week Week: 09/06/10 09/12/10 MTWTF 1 Week: 09/13/10 09/19/10 0	1230-3pm <u>Rate</u> \$90.00 \$0.00	:30	NM	1 `	\$90.00
E 3 KCTV 09/06/10 09/19/10 Ellen Start Date End Date Weekdays Spots/Week Week: 09/06/10 09/12/10 MTWTF 1 Week: 09/13/10 09/19/10 0	3-4pm <u>Rate</u> \$140.00 \$0.00	:30	NM	1	\$140.00
E 4 KCTV 09/06/10 09/19/10 Letterman Start Date End Date Weekdays Spots/Week Week: 09/06/10 09/12/10 MTWTF 1 Week: 09/13/10 09/19/10 0	1035-1137pm <u>Rate</u> \$150.00 \$0.00	:30	NM	1	\$150.00
		Totals		4	\$570.00

Time Period	# of Spots	Gross Amount	Net Amount
08/30/10 -09/10/10	. 4	\$570.00	\$570.00
Totals	· · · · · · · · · · · · · · · · · · ·	\$570.00	- \$570.00

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