FILED
OCT 04 2006
RON THORNE
SECRETARY OF STATE

# Re-Elect Sandy Praeger
INSURANCE COMMISSIONER

A Proven Republican Leader  A Commissioner With Experience  A Public Servant With Compassion

RECEIVED
OCT 4 2006
Governmental Ethics Commission
109 WEST 9TH STREET
TOPEKA, KANSAS 66612

AMENDED

**CAMPAIGN COMMITTEE:**
Nancy Kassebaum Baker
*Honorary Chair*

Bob Stephan
*Chairman*

Bob Aldrich
Justin Anderson
Don Barry
Bob Bethell
Jack Brand
Dick Bond
John Bush
Kirby Deeter
Jeff Ellis
Ken Frahm
Sheila Frahm
Clyde Graeber
Rex Hoy
Anne Jones
Audrey Langworthy
Mike McGrew
Dutch Meyers
Jan Meyers
Stephen Morris
Lana Oleen
Jack Ranson
Pat Ranson
Dave Rebein
Marynell Reece
Bill Riley
Bill Sneed
Ruth Teichman
Carolyn Tillotson
Ben Vidricksen

September 28, 2006

Carol Williams, Executive Director
Governmental Ethics Commission
109 W 9th Street, Suite 504
Topeka, Kansas 66612

Re: Receipts and Expenditures Report
Dated July 24, 2006

Dear Ms. Williams:

In response to the Notification of Material Error or Omission in a Receipts and Exepnditures Report for July 24, 2006, I submit the following:

1. We inadvertently reported the 12-15-05 contribution in the amount of $1,000 in the name of Dr. David Ross. In fact, the check was written by his wife, Rhonda J. Ross. With that correction, there is no contribution in excess of the legal limit.

2. The expenditures to Frye Allen advertising agency as reported on the July 24, 2006 report are supported by the attached documentation "Amendment to Schedule C."

Thank you for the opportunity to provide clarification on these items.

Sincerely,

Lanny Kimbrough
Treasurer for Kansans for Praeger

Enclosure

**Kansans for Praeger**
**P.O. Box 1001**
**Topeka, KS 66601**
**www.sandypraeger.org**

Paid For By: Kansans For Praeger, Lanny Kimbrough, Treasurer

# Amendment to Schedule C: Expenditures and Other Disbursements
## Kansans for Praeger

| Date | Name and Address | Purpose of Expenditure | Amount |
|---|---|---|---|
| 7/5/2006 | Frye Allen<br>3310 SW Harrison<br>Topeka KS 66611 | Wichita/Topeka Media Buys ($40,655 used for media buys & $10,510 credit applied to next media buy on 7/13/06) | $51,165.00 |
| 7/13/2006 | Frye Allen<br>3310 SW Harrison<br>Topeka KS 66611 | Total Media Buys (Topeka, Wichita, JoCo) $59,555; previous credit applied of $10,508 (a $2.00 error from $10,510) ck written in amt of $49,047 | $49,047.00 |
| 7/20/2006 | Frye Allen<br>3310 SW Harrison<br>Topeka KS 66611 | Media Buys (Topeka, Wichita, JoCo, Pittsburg) addl supporting data will be submitted at later date | $55,500.00 |
| | | Total | $155,712.00 |

FryeAllen
INCORPORATED

# Broadcast Invoice

FryeAllen, Inc.
3310 SW Harrison
Topeka, KS 66611

Praeger for Insurance Commissioner
420 SW 9th
Topeka, KS 66612

| | |
|---|---|
| **Number** | 12962 |
| **Date** | 07/05/06 |
| **Job Number** | -- |
| **PO#** | -- |
| **Charge#** | -- |

**Job Name:** June media

| **Station:** | **Spots:** | **Amount** |
|---|---|---|
| KAKE TV | 38 | $11,080.00 |
| KSAS-TV | 8 | $1,440.00 |
| KSNT-TV | 34 | $6,410.00 |
| KSNW-TV | 36 | $8,890.00 |
| KTKA-TV | 16 | $655.00 |
| KWCH TV | 36 | $7,520.00 |
| WIBW TV | 41 | $4,660.00 |
| **TOTAL:** | **209** | **$40,655.00** |

*Net 30 days. Past due accounts charged 1.5% per month, or 18% per year.*

*Phone: (785) 267-3550 Fax: (785) 267-7944*

# On-Air Report

Praeger Top week 1

7/6/2006 6:29PM
Est # 13
**Topeka Jul06 Proj. (Jul05 HUT, May06 SHR) DMA Nielsen**

FryeAllen INCORPORATED

Client: Praeger
Buyer:
Advertiser:
Product: Primary
Sched Dates: 07/10/06 - 07/16/06

Lengths: 30
Dayparts: ALL

Buyer: Julie Kroenlein McCrary
Asst: Sarah Ellis
Phone: 785.267.3550
Fax: 785.267.7944
Email: julie@fryeallen.com

**Zone: [ no zones applied ]**

| Station ID | Program | Time Period | Spot Length | Spots | Mon | Tues | Wed | Thurs | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Week of 07/10/06 | | | | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| WIBW | 13NWS THS MORN< | M-F 5:30a-7a | :30 | 4 | x | x | x | x | x | | |
| WIBW | EARLY SHW2-CBS< | M-F 7a-9a | :30 | 4 | x | x | x | x | x | | |
| WIBW | PRICE-RT 2-CBS/PRICE-RT 1-CBS | M-F 10a-11a | :30 | 2 | x | x | x | x | x | | |
| WIBW | MIDDAY-KANSAS | M-F 12n-12:30p | :30 | 3 | x | x | x | x | x | | |
| WIBW | LIVE AT 5 | M-F 5p-5:30p | :30 | 4 | x | x | x | x | x | | |
| WIBW | 13 NWS AT 6 | M-F 6p-6:30p | :30 | 4 | x | x | x | x | x | | |
| WIBW | WHEEL-FORTNE | M-F 6:30p-7p | :30 | 2 | x | x | x | x | x | | |
| WIBW | 13 NWS AT 10< | M-Su 10p-10:30p | :30 | 6 | x | x | x | x | x | x | x |
| WIBW | D LETTRMAN-CBS< | M-F 10:35p-11:35p | :30 | 2 | x | x | x | x | x | | |
| WIBW | Soap Rotation | M-F 12:30a-3p | :30 | 5 | x | x | x | x | x | | |
| WIBW | 13 NWS SA EDTN | Sa 8a-9a | :30 | 1 | | | | | | x | |
| WIBW | 13 NWS AT 6 | Sa 6p-6:30p | :30 | 1 | | | | | | x | |
| WIBW | WHEEL-FORTNE W | Sa 6:30p-7p | :30 | 1 | | | | | | x | |
| WIBW | SUNDAY MRN-CBS | Su 8a-9:30a | :30 | 1 | | | | | | | x |
| WIBW | FACE NATN-CBS | Su 9:30a-10a | :30 | 1 | | | | | | | x |
| KTKA | GD MRN AMR-ABC | M-F 7a-9a | :30 | 5 | x | x | x | x | x | | |
| KTKA | 49 NEWS AT 6 | M-F 6p-6:30p | :30 | 5 | x | x | x | x | x | | |
| KTKA | 49 NEWS AT 10 | M-F 10p-10:30p | :30 | 5 | x | x | x | x | x | | |
| KTKA | GD MRN-SUN-ABC | Su 7a-7:30a | :30 | 1 | | | | | | | x |
| KSNT | 27 NEWS TODAY | M-F 6a-7a | :30 | 4 | x | x | x | x | x | | |
| KSNT | TODAY SHW | M-F 7a-9a | :30 | 4 | x | x | x | x | x | | |
| KSNT | MILLIONAIRE | M-F 2:30p-3p | :30 | 2 | x | x | x | x | x | | |
| KSNT | DR. PHIL | M-F 3p-4p | :30 | 2 | x | x | x | x | x | | |
| KSNT | OPRAH | M-F 4p-5p | :30 | 2 | x | x | x | x | x | | |
| KSNT | 27 NWS AT FIVE | M-F 5p-5:30p | :30 | 4 | x | x | x | x | x | | |
| KSNT | 27 NEWS AT SIX | M-F 6p-6:30p | :30 | 4 | x | x | x | x | x | | |
| KSNT | 27 NEWS NIGHTBEAT | M-F 10p-10:30p | :30 | 5 | x | x | x | x | x | | |
| KSNT | TONIGHT SHOW | M-F 10:30p-11:30p | :30 | 2 | x | x | x | x | x | | |
| KSNT | 27 NEWS SAT | Sa 6p-6:30p | :30 | 1 | | | | | | x | |
| KSNT | 27 NWS NGTBEAT | Sa 10p-10:30p | :30 | 1 | | | | | | x | |
| KSNT | Meet the Press | Su 8a-9a | :30 | 1 | | | | | | | x |
| KSNT | 27 News @ 5 | Su 5p-5:30p | :30 | 1 | | | | | | | x |
| KSNT | 27 News Nightbeat | Su 10p-10:30p | :30 | 1 | | | | | | | x |

| Schedule Totals | Reach | Freq. | Spots | Adults 35+ GRP | CPP | Total Cost |
|---|---|---|---|---|---|---|
| | 93.6 | 5.6 | 91 | 527.8 | $22 | $11,725 |

| Month | Gross Cost |
|---|---|
| 07/2006 | $11,725 |

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Source Field Codes:
TP – Time Period

FryeAllen INCORPORATED

# On-Air Report

Praeger Wich week 1

7/6/2006 6:24PM
Est # 13
WICHITA-HUTCHINSON PLUS Nov05 DMA Nielsen

Client: Praeger
Buyer:
Advertiser:
Product: Primary
Sched Dates: 07/10/06 - 07/16/06

Lengths: 30
Dayparts: ALL

Buyer: Julie Kroenlein McCrary
Asst: Sarah Ellis
Phone: 785.267.3550
Fax: 785.267.7944
Email: julie@fryeallen.com

| Station ID | Program | Time Period | Spot Length | Spots | Mon | Tues | Wed | Thurs | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Week of 07/10/06 | | | | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| KAKE | MARTHA | M-F 9a-10a | :30 | 3 | x | x | x | x | x | | |
| KAKE | KAKE NW-1130AM | M-F 11:30a-12n | :30 | 5 | x | x | x | x | x | | |
| KAKE | GD MRN AMR-ABC< | M-F 7a-9a | :30 | 5 | x | x | x | x | x | | |
| KAKE | GD MRN-SAT-ABC | Sa 7a-8a | :30 | 1 | | | | | | x | |
| KAKE | KAKE NEWS-5 | M-F 5p-5:30p | :30 | 5 | x | x | x | x | x | | |
| KAKE | KAKE NEWS-6 | M-F 6p-6:30p | :30 | 5 | x | x | x | x | x | | |
| KAKE | Good Morning KS | M-F 5a-6a | :30 | 4 | x | x | x | x | x | | |
| KAKE | KAKE NEWS-5.30 | Su 5:30p-6p | :30 | 1 | | | | | | | x |
| KAKE | ABC Nightline | M-F 10:35p-11:06p | :30 | 1 | x | x | x | x | x | | |
| KAKE | KAKE NEWS-10 | M-F 10p-10:35p | :30 | 5 | x | x | x | x | x | | |
| KAKE | KAKE NEWS-10< | Su 10p-10:35p | :30 | 1 | | | | | | | x |
| KAKE | KAKE NEWS-10P S | Sa 10p-10:35p | :30 | 1 | | | | | | x | |
| KAKE | KAKE NEWS-6P | Sa 6p-7p | :30 | 1 | | | | | | x | |
| KSAS | FOX KS EYEWT NW | M-Su 9p-9:30p | :30 | 7 | x | x | x | x | x | x | x |
| KSAS | FOX NWS SUNDAY | Su 10a-11a | :30 | 1 | | | | | | | x |
| KSNW | KSN NEWS-5P | M-F 5p-5:30p | :30 | 5 | x | x | x | x | x | | |
| KSNW | KSN NEWS SUNDAY | Su 5p-5:30p | :30 | 1 | | | | | | | x |
| KSNW | TODAY SHW< | M-F 7a-9a | :30 | 5 | x | x | x | x | x | | |
| KSNW | KSN NEWS-6P | M-F 6p-6:30p | :30 | 5 | x | x | x | x | x | | |
| KSNW | KSN NEWS SA 6P | Sa 6p-6:30p | :30 | 1 | | | | | | x | |
| KSNW | MEET PRESS-SUN | Su 8a-9a | :30 | 1 | | | | | | | x |
| KSNW | KSN TODAY 2 | M-F 6a-7a | :30 | 1 | x | x | x | x | x | | |
| KSNW | SATURDAY TODAY | Sa 6a-7a | :30 | 1 | | | | | | x | |
| KSNW | WHEEL-FORTNE | M-F 6:30p-7p | :30 | 3 | x | x | x | x | x | | |
| KSNW | WHEEL-FORTNE W | Sa 6:30p-7p | :30 | 1 | | | | | | x | |
| KSNW | KSN NEWS-NOON< | M-F 12n-12:30p | :30 | 4 | x | x | x | x | x | | |
| KSNW | KSN NEWS-10P< | M-F 10p-10:35p | :30 | 5 | x | x | x | x | x | | |
| KSNW | KSN NEWS SU10P< | Su 10p-10:35p | :30 | 1 | | | | | | | x |
| KSNW | Tonight Show | M-F 10:35p-11:35p | :30 | 2 | x | x | x | x | x | | |
| KWCH | News | Su 5:30p-6p | :30 | 1 | | | | | | | x |
| KWCH | EYEWT NWS-NOON | M-F 12n-12:30p | :30 | 5 | x | x | x | x | x | | |
| KWCH | EYEWT NWS-5P | M-F 5p-5:30p | :30 | 5 | x | x | x | x | x | | |
| KWCH | EYEWT NWS-6P | M-F 6p-6:30p | :30 | 5 | x | x | x | x | x | | |
| KWCH | Price is Right | M-F 10a-11a | :30 | 3 | x | x | x | x | x | | |
| KWCH | CBS Morn Show | Su 8a-10a | :30 | 1 | | | | | | | x |
| KWCH | EYE NWS-MORN2 | M-F 6a-8a | :30 | 5 | x | x | x | x | x | | |
| KWCH | Oprah | M-F 4p-5p | :30 | 3 | x | x | x | x | x | | |
| KWCH | YOUNG&RESTLESS< | M-F 11a-12n | :30 | 2 | x | x | x | x | x | | |
| KWCH | Phil | M-F 3p-4p | :30 | 2 | x | x | x | x | x | | |
| KWCH | D LETTRMAN-CBS< | M-F 10:35p-11:35p | :30 | 2 | x | x | x | x | x | | |
| KWCH | News | Sa 6p-6:30p | :30 | 1 | | | | | | x | |
| KWCH | News | Su 10p-10:35p | :30 | 1 | | | | | | | x |

| Schedule Totals | Reach | Freq. | Spots | Adults 35+ GRP | CPP | Total Cost |
|---|---|---|---|---|---|---|
| | 95.5 | 5.5 | 118 | 523.0 | $55 | $28,930 |

| Month | Gross Cost |
|---|---|
| 07/2006 | $28,930 |

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» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period

## Main Identity

**From:** "Vince Frye" <VFrye@fryeallen.com>
**To:** "cynthia.hermes" <cynthia.hermes@cox.net>; "MBanwart" <banwart@ruraltel.net>; <tkgpoll@aol.com>
**Sent:** Thursday, July 13, 2006 5:08 PM
**Subject:** Media Costs

Here are the revised costs for week number 2. We need a check for the following amount which reflects a credit from last week's check.

Vince

Topeka - $10,840

Wichita - $29,115

JoCo - $12,100

Pittsburg - $7,500

Total: $59,555

Less - 10,508

**Total: $49, 047**

$49,047.00
CK 927
7-13-06

# Sandy Praeger Primary
# Topeka Prime Mix
# Schedule for Approval
# week of 7/17/16

| | Notes | Spt $ | DP Code | Wk 1 Mon 7/17 '06 | Wk 1 Adults 35+ Prog Name | Rtg | Shr | GRP | CPP | Rch % | Freq | Spt Tot | Tot $ | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Topeka Jul06 Proj. (Jul05 HUT, Feb05 SHR) DMA Nielsen | | 216 | | 74 | | | | 518.7 | 31 | 99.00% | 5.2 | 74 | 10840 | |
| KSNT-TV | | 270 | | 28 | NBC | | | 184 | 41 | 84.40% | 2.2 | 28 | 4990 | |
| M-F 6a-7a | II | 70 | EM | 3 | 27 NEWS TODAY | 2.9 | 23.7 | 8.7 | 24 | 6.90% | 1.3 | 3 | | XX |
| M-F 7a-9a | II | 95 | EM | 2 | TODAY SHW | 4.1 | 28.5 | 8.2 | 23 | 7.60% | 1.1 | 2 | 190 | |
| M-F 3p-4p | II | 100 | DT | 2 | DR. PHIL | 4.1 | 34.1 | 8.2 | 24 | 7.30% | 1.1 | 2 | | XX |
| M-F 4p-5p | II | 130 | EF | 2 | OPRAH | 4.3 | 26.4 | 8.6 | 30 | 7.60% | 1.1 | 2 | 260 | |
| M-F 5p-5:30p | II | 160 | EN | 3 | 27 NWS AT FIVE< | 5.1 | 20 | 15.3 | 31 | 11.40% | 1.3 | 3 | | XX |
| M-F 6p-6:30p | II | 280 | EN | 3 | 27 NEWS AT SIX | 6.5 | 18.9 | 19.5 | 43 | 14.70% | 1.3 | 3 | 840 | |
| M 9p-10p | II | 500 | PT | 1 | MEDIUM | 8.1 | 25.3 | 8.1 | 62 | 8.10% | 1 | 1 | 500 | |
| M-F 10p-10:30p | II | 450 | PT | 4 | 27 NEWS NIGHTBEAT | 12.1 | 31.9 | 48.4 | 37 | 32.80% | 1.5 | 4 | 1800 | |
| M-F 10:35p-11:35p | II | 150 | RT | 2 | TONIGHT SHOW | 6.2 | 32.3 | 12.4 | 24 | 11.00% | 1.1 | 2 | | XX |
| Tu 9p-10p | II | 800 | PT | 1 | LAW/ORDER SVU | 8.4 | 26.3 | 8.4 | 95 | 8.40% | 1 | 1 | 800 | |
| W 9p-10p | II | 600 | PT | 1 | LAW/ORDER | 9 | 26 | 9 | 67 | 9.00% | 1 | 1 | 600 | |
| Th 8p-9p | II | 400 | PT | 1 | THE OFFICE | 5.3 | 15 | 5.3 | 75 | 5.30% | 1 | 1 | | XX |
| Sa 10p-10:30p | II | 600 | PT | 1 | 27 NEWS NIGHTBEAT | 9.9 | 30.2 | 9.9 | 61 | 9.90% | 1 | 1 | | XX |
| Su 5p-5:30p | II | 75 | EN | 1 | 27 NEWS @ 5 | 3 | 13.9 | 3 | 25 | 3.00% | 1 | 1 | | XX |
| Su 10p-10:30p | II | 300 | RT | 1 | 27 NEWS NIGHTBEAT | 11 | 29.2 | 11 | 27 | 11.00% | 1 | 1 | | XX |
| KTKA-TV | 0 | 125 | | 10 | ABC | | | 32.6 | 55 | 19.10% | 1.7 | 10 | 915 | |
| M-F 10p-10:30p | 2 | 120 | PT | 4 | 49 NEWS AT 10< | 2 | 5.3 | 8 | 88 | 5.40% | 1.5 | 4 | 350 | 1/2 no. of spots |
| Tu 9p-10p | 2 | 150 | PT | 1 | BOSTN LEGL-ABC | 3.7 | 11.5 | 3.7 | 68 | 3.70% | 1 | 1 | 250 | |
| W 8p-9p | 2 | 220 | PT | 1 | LOST-ABC | 3.3 | 10.3 | 3.3 | 83 | 3.30% | 1 | 1 | 275 | |
| F 9p-10p | 2 | 120 | PT | 1 | 20/20-FRI-ABC | 3 | 8.7 | 3 | 58 | 3.00% | 1 | 1 | | XX |
| Sa 6p-7p | 2 | 20 | EN | 1 | ENT TONIGHT WKND | 0.8 | 3.4 | 0.8 | 50 | 0.80% | 1 | 1 | 40 | |
| Su 6p-7p | 2 | 85 | EN | 1 | FUNNIEST VIDEOS | 7.1 | 25.1 | 7.1 | 17 | 7.10% | 1 | 1 | | XX |
| Su 10p-10:30p | 2 | 175 | RT | 1 | 49 NEWS | 6.7 | 17.7 | 6.7 | 34 | 6.70% | 1 | 1 | | XX |
| WIBW-TV | Non- | 186 | | 36 | CBS | | | 302.1 | 22 | 99.00% | 3.1 | 36 | 4935 | |
| M-F 5:30a-7a | NP | 40 | EM | 3 | 13NWS THS MORN< | 3.4 | 34.6 | 10.2 | 12 | 8.50% | 1.2 | 3 | | XX |
| M-F 7a-9a | NP | 60 | EM | 3 | EARLY SHW2-CBS< | 3.7 | 25.8 | 11.1 | 16 | 9.60% | 1.2 | 3 | 180 | |
| M-F 10a-11a | NP | 75 | DT | 2 | PRICE-RT 2-CBS/PRICE-RT 1- | 6.6 | 45.1 | 13.2 | 11 | 11.80% | 1.1 | 2 | 150 | |
| M-F 11a-12m | NP | 75 | RT | 1 | YOUNG&RESTLESS | 5.9 | 26.7 | 5.9 | 13 | 5.90% | 1 | 1 | 75 | |
| M-F 12n-12:30p | NP | 90 | EM | 5 | MIDDAY-KANSAS | 10.5 | 53 | 52.5 | 9 | 30.80% | 1.7 | 5 | 450 | |
| M-F 5p-5:30p | B | 100 | EN | 3 | LIVE AT 5 | 8.6 | 34 | 25.8 | 12 | 19.40% | 1.3 | 3 | | XX |
| M-F 6p-6:30p | B | 210 | EN | 3 | 13 NWS AT 6 | 14.5 | 42.1 | 43.5 | 14 | 30.30% | 1.4 | 3 | 630 | |
| M-F 6:30p-7p | NP | 275 | EN | 2 | WHEEL-FORTNE< | 14.7 | 44.2 | 29.4 | 19 | 24.30% | 1.2 | 2 | 550 | |
| M 9p-10p | NP | 500 | PT | 1 | CSI:MIAMI-CBS | 5.8 | 18.1 | 5.8 | 86 | 5.80% | 1 | 1 | 500 | |
| M-F 10p-10:30p | NP | 375 | PT | 4 | 13 NWS AT 10< | 12.7 | 33.4 | 50.8 | 30 | 34.30% | 1.5 | 4 | 1500 | |
| M-F 10:30p-11:30p | NP | 150 | RT | 2 | D LETTRMAN-CBS< | 4.9 | 23.2 | 9.8 | 31 | 8.60% | 1.1 | 2 | | XX |
| Tu 9p-10p | B | 300 | PT | 1 | 48 HOURS | 5.5 | 17.1 | 5.5 | 55 | 5.50% | 1 | 1 | | XX |
| Th 9p-10p | NP | 550 | PT | 1 | WITH-TRACE-CBS | 11.5 | 30.1 | 11.5 | 48 | 11.50% | 1 | 1 | 550 | |
| F 9p-10p | B | 300 | PT | 1 | NUMB3RS-CBS | 5.2 | 15.2 | 5.2 | 58 | 5.20% | 1 | 1 | 300 | |
| Sa 6:30p-7p | NP | 225 | EN | 1 | WHEEL-FORTNE W | 7.8 | 33.6 | 7.8 | 29 | 7.80% | 1 | 1 | | XX |
| Sa 9p-10p | NP | 125 | PT | 1 | 48 HOURS | 2.6 | 9.8 | 2.6 | 48 | 2.60% | 1 | 1 | | XX |
| Su 9:30a-10a | B | 50 | WK | 1 | FACE NATN-CBS | 2.8 | 21 | 2.8 | 18 | 2.80% | 1 | 1 | 50 | |
| Su 10p-10:35p | NP | 375 | PT | 1 | WIBW 10P News Su | 8.7 | 25 | 8.7 | 43 | 8.70% | 1 | 1 | | XX |

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# Sandy Praeger Primary
# Wichita Prime Mix
# Schedule for Approval
# week of 7/17/16

| | Notes | Spt $ | DP Code | Spt Dur | Wk 1 Mon 7/17 '06 | Wk 1 Adults 35+ Prog Name | Rtg | Shr | GRP | CPP | Rch % | Freq | Spt Tot | Tot $ | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Wichita Nov06 Proj. (Nov05 HUT, May06 SHR) DMA Nielsen | | 429 | | | 94 | | | | 500.8 | 81 | 97.80% | 5.1 | 94 | 29,115 | |
| KAKE-TV | | 385 | | | 31 | ABC | | | 119.2 | 100 | 58.40% | 2 | 31 | 7825 | |
| M-F 6a-7a | NP | 175 | EM | 30 | 2 | GOOD MOR KS II | 2.3 | 16.6 | 4.6 | 76 | 4.10% | 1.1 | 2 | | XX |
| M-F 7a-9a | NP | 175 | EM | 30 | 2 | GD MRN AMR-ABC | 3.1 | 19.3 | 6.2 | 56 | 5.60% | 1.1 | 2 | 350 | |
| M-F 9a-10a | NP | 75 | DT | 30 | 2 | MARTHA | 1.9 | 15.3 | 3.8 | 39 | 3.40% | 1.1 | 2 | 150 | |
| M-F 10a-11a | NP | 100 | DT | 30 | 1 | VIEW-ABC | 1.3 | 11 | 1.3 | 77 | 1.30% | 1 | 1 | | XX |
| M-F 11:30a-12n | NP | 150 | DT | 30 | 3 | KAKE NW-1130AM | 3.3 | 26.6 | 9.9 | 45 | 7.60% | 1.3 | 3 | 450 | |
| M-F 5p-5:30p | NP | 300 | EN | 30 | 2 | KAKE NEWS-5 | 5.4 | 20.8 | 10.8 | 56 | 9.30% | 1.2 | 2 | | XX |
| M-F 6p-6:30p | NP | 350 | EN | 30 | 2 | KAKE NEWS-6 | 5.5 | 14.9 | 11 | 64 | 9.20% | 1.2 | 2 | 350 | 1/2 no. of spots |
| M-F 6:30p-7p | NP | 375 | EN | 30 | 1 | ENT TONIGHT 30 | 3.6 | 9.3 | 3.6 | 104 | 3.60% | 1 | 1 | 375 | |
| M 8p-9p | NP | 700 | PT | 30 | 1 | SUPERNANNY | 4.1 | 7.7 | 4.1 | 171 | 4.10% | 1 | 1 | 700 | |
| M-F 10p-10:35p | NP | 700 | PT | 30 | 4 | KAKE NEWS-10< | 5.5 | 14.6 | 22 | 127 | 15.40% | 1.4 | 4 | 1400 | 1/2 no. of spots |
| M-F 10:35p-11p | NP | 275 | PT | 30 | 2 | ABC NIGHTLINE | 2.9 | 10 | 5.8 | 95 | 5.00% | 1.2 | 2 | | XX |
| Tu 9p-10p | NP | 750 | PT | 30 | 1 | BOSTON LEGAL | 6 | 14.4 | 6 | 125 | 6.00% | 1 | 1 | 750 | |
| Th 9p-10p | NP | 750 | PT | 30 | 1 | PRIMETIME | 3.3 | 7.3 | 3.3 | 227 | 3.30% | 1 | 1 | 750 | |
| F 9p-10p | NP | 750 | PT | 30 | 1 | 20/20 | 4.4 | 11.3 | 4.4 | 170 | 4.40% | 1 | 1 | 750 | |
| Sa 7a-8a | NP | 50 | WK | 30 | 1 | GD MRN-SAT-ABC | 0.9 | 9.7 | 0.9 | 56 | 0.90% | 1 | 1 | | XX |
| Sa 6p-7p | NP | 250 | EN | 30 | 1 | KAKE NEWS-6P | 2 | 6.9 | 2 | 125 | 2.00% | 1 | 1 | | XX |
| Sa 10p-10:30p | NP | 450 | PT | 30 | 1 | KAKE NEWS- | 3.7 | 10.1 | 3.7 | 122 | 3.70% | 1 | 1 | | XX |
| Su 5:30p-6p | NP | 150 | EN | 30 | 1 | KAKE NEWS | 3.3 | 9.5 | 3.3 | 45 | 3.30% | 1 | 1 | 150 | |
| Su 6p-7p | NP | 750 | EN | 30 | 1 | FUNNIEST VIDEOS | 4.3 | 10.4 | 4.3 | 174 | 4.30% | 1 | 1 | 750 | |
| Su 10p-10:30p | NP | 900 | RT | 30 | 1 | KAKE NEWS-10 | 8.2 | 18 | 8.2 | 110 | 8.20% | 1 | 1 | 900 | |
| KSAS-TV | | 218 | | | 12 | FOX | | | 39.6 | 66 | 22.60% | 1.8 | 12 | 1950 | |
| M 8p-9p | 2 | 400 | PT | 30 | 1 | HELL'S KITCHEN | 4 | 7.5 | 4 | 100 | 4.00% | 1 | 1 | 400 | |
| M-F 9p-9:30p | NP | 200 | PT | 30 | 4 | FOX KS EYWT NW< | 2.2 | 4.9 | 8.8 | 91 | 5.80% | 1.5 | 4 | 400 | 1/2 no. of spots |
| M-Su 9:30p-10p | NP | 200 | PT | 30 | 2 | EVRBDY-RY MF B< | 1.8 | 4 | 3.6 | 111 | 3.10% | 1.2 | 2 | 400 | |
| M-F 12m-1p | NP | 35 | PT | 30 | 2 | Fam Feud | 1.9 | 21.8 | 3.8 | 18 | 3.60% | 1 | 2 | | XX |
| Tu 7p-8p | 2 | 300 | PA | 30 | 1 | HOUSE | 9.3 | 21.7 | 9.3 | 32 | 9.30% | 1 | 1 | 300 | |
| W 8p-9p | 2 | 450 | | 30 | 1 | You Think You Can | 7.1 | 16.1 | 7.1 | 63 | 7.10% | 1 | 1 | 450 | |
| Sa 7p-8p | 2 | 200 | | 30 | 1 | Cops | 3 | 8.6 | 3 | 67 | 3.00% | 1 | 1 | | XX |
| KSNW-TV | | 467 | | | 20 | NBC | | | 108.4 | 86 | 56.30% | 1.9 | 20 | 5910 | |
| M-F 7a-9a | NP | 215 | EM | 30 | 3 | TODAY SHW | 3.2 | 20.2 | 9.6 | 67 | 8.00% | 1.2 | 3 | 645 | |
| M-F 12n-12:30p | NP | 170 | DT | 30 | 2 | KSN NEWS-NOON | 3.2 | 19.6 | 6.4 | 53 | 5.50% | 1.2 | 2 | 340 | |
| M-F 5p-5:30p | NP | 300 | EN | 30 | 2 | KSN NEWS-5P | 4.4 | 16.9 | 8.8 | 68 | 7.50% | 1.2 | 2 | | XX |
| M-F 6p-6:30p | NP | 425 | EN | 30 | 2 | KSN NEWS-6P | 6.7 | 18.1 | 13.4 | 63 | 11.20% | 1.2 | 2 | 850 | |
| M-F 6:30p-7p | NP | 595 | EN | 30 | 1 | WHEEL-FORTNE | 12 | 30.9 | 12 | 50 | 12.00% | 1 | 1 | 595 | |
| M 9p-10p | NP | 1020 | PT | 30 | 1 | MEDIUM | 5.4 | 10.5 | 5.4 | 189 | 5.40% | 1 | 1 | | XX |
| M-F 10p-10:35p | NP | 595 | PT | 30 | 4 | KSN NEWS-10P< | 6.3 | 16.9 | 25.2 | 94 | 17.80% | 1.4 | 4 | 2380 | |
| Tu 9p-10p | NP | 850 | PT | 30 | 1 | LAW/ORDER SUV | 4.7 | 11.3 | 4.7 | 181 | 4.70% | 1 | 1 | 850 | |
| F 7p-8p | NP | 850 | PA | 30 | 1 | DATELINE | 7.5 | 20.2 | 7.5 | 113 | 7.50% | 1 | 1 | | XX |
| Sa 6:30p-7p | NP | 300 | EN | 30 | 1 | WHEEL-FORTNE W | 6.4 | 21.9 | 6.4 | 47 | 6.40% | 1 | 1 | | XX |
| Sa 10p-10:30p | NP | 650 | PT | 30 | 1 | KSN NEWS SA10P | 4.7 | 12.8 | 4.7 | 138 | 4.70% | 1 | 1 | | XX |
| Su 5p-5:30p | NP | 250 | EN | 30 | 1 | KSN NEWS SUNDAY | 4.3 | 13.1 | 4.3 | 58 | 4.30% | 1 | 1 | 250 | |
| KWCH-TV | | 531 | | | 31 | CBS | | | 233.6 | 70 | 86.00% | 2.7 | 31 | 13430 | |
| M-F 6a-8a | NP | 125 | EM | 30 | 2 | EYE NWS- | 1.8 | 11.8 | 3.6 | 69 | 3.40% | 1.1 | 2 | 250 | |
| M-F 8a-9a | NP | 100 | EM | 30 | 2 | EARLY SHW2-CBS | 1.7 | 11.9 | 3.4 | 59 | 3.00% | 1.1 | 2 | | XX |
| M-F 10a-11a | NP | 175 | DT | 30 | 1 | PRICE-RT 1- | 4.4 | 37.3 | 4.4 | 40 | 4.40% | 1 | 1 | 175 | |
| M-F 11a-12n | NP | 200 | DT | 30 | 1 | YOUNG&RESTLESS | 3.9 | 32.4 | 3.9 | 51 | 3.90% | 1 | 1 | 200 | |
| M-F 12n-12:30p | NP | 225 | DT | 30 | 3 | EYEWT NWS-NOON | 6.1 | 37.4 | 18.3 | 37 | 13.90% | 1.3 | 3 | | XX |
| M-F 3p-4p | NP | 250 | DT | 30 | 2 | DR. PHIL | 5.4 | 40.6 | 10.8 | 46 | 9.60% | 1.1 | 2 | 500 | |
| M-F 4p-5p | NP | 350 | EF | 30 | 1 | OPRAH WINFREY | 4.9 | 29.6 | 4.9 | 71 | 4.90% | 1 | 1 | | XX |
| M-F 6p-6:30p | NP | 600 | EN | 30 | 3 | EYEWT NWS-6PM | 9.1 | 24.6 | 27.3 | 66 | 19.60% | 1.4 | 3 | 1800 | |
| M 9p-10p | NP | 1200 | PT | 30 | 1 | CSI:MIAMI-CBS< | 10.6 | 20.6 | 10.6 | 113 | 10.60% | 1 | 1 | 1200 | |
| M-F 10p-10:30p | NP | 1200 | PT | 30 | 4 | EYEWT NWS-10PM< | 16.2 | 40.4 | 64.8 | 74 | 43.10% | 1.5 | 4 | 4800 | |
| M-F 10:30p-11:30p | NP | 350 | RT | 30 | 1 | D LETTRMAN-CBS< | 3.4 | 16.4 | 3.4 | 103 | 3.40% | 1 | 1 | | XX |
| Tu 7p-8p | NP | 600 | PA | 30 | 1 | BIG BROTHER | 9 | 21 | 9 | 67 | 9.00% | 1 | 1 | 600 | |
| W 9p-10p | NP | 1000 | PT | 30 | 1 | CSI:NY-CBS | 9 | 20.4 | 9 | 111 | 9.00% | 1 | 1 | | XX |
| Th 9p-10p | NP | 1300 | PT | 30 | 1 | WITH-TRACE-CBS | 12.9 | 28.5 | 12.9 | 101 | 12.90% | 1 | 1 | 1300 | |
| F 9p-10p | NP | 700 | PT | 30 | 1 | NUMB3RS-CBS | 9.4 | 24 | 9.4 | 74 | 9.40% | 1 | 1 | 700 | |
| Sa 6a-8a | NP | 55 | WK | 30 | 1 | SAT ER SHW-CBS | 1.7 | 23.3 | 1.7 | 32 | 1.70% | 1 | 1 | 55 | |
| Sa 6p-6:30p | NP | 275 | EN | 30 | 1 | EYEWT NW SA 6P | 4.7 | 16.6 | 4.7 | 59 | 4.70% | 1 | 1 | | XX |
| Sa 10:30p-11p | NP | 100 | PT | 30 | 1 | DREW CAREY | 2.9 | 11.1 | 2.9 | 34 | 2.90% | 1 | 1 | 100 | |
| Su 8a-9:30a | NP | 175 | WK | 30 | 1 | SUNDAY MRN-CBS | 3.9 | 25.1 | 3.9 | 45 | 3.90% | 1 | 1 | | XX |
| Su 7p-8p | NP | 750 | PT | 30 | 1 | COLD CASE | 10.6 | 21 | 10.6 | 71 | 10.60% | 1 | 1 | 750 | |
| Su 10p-10:30p | NP | 1000 | RT | 30 | 1 | EYEWT NWS-10PM | 14.1 | 31 | 14.1 | 71 | 14.10% | 1 | 1 | 1000 | |

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» Estimate information indicated has been supplied by the user.

Source Field Codes

TP – Time Period

# Sandy Praeger Primary
# Johnson County
# Schedule for Approval
# week of 7/17/16

| | Notes | Spt $ | DP Code | Spt/ Wk | Day 1 Mon 7/17 '06 | Day 2 Tue 7/18 '06 | Day 3 Wed 7/19 '06 | Day 4 Thu 7/20 '06 | Day 5 Fri 7/21 '06 | Day 6 Sat 7/22 '06 | Day 7 Sun 7/23 '06 | Wk 1 Adults 35+ Prog Name | Spt Tot | Tot $ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) DMA Nielsen | | 45 | | | | | | | | | | | 267 | 12100 |
| AEN -TV | | 25 | | | 3 | 6 | 3 | 6 | 3 | 6 | 6 | | 33 | 814 |
| M-Su 6p-12m | TW West KC | 40 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 440 |
| M-Su 6p-12m | TW Olathe | 17 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 187 |
| M-Su 6p-12m | ViaMedia JoCo | 17 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 187 |
| CNN -TV | | 43 | | | 3 | 6 | 3 | 6 | 3 | 6 | 6 | | 33 | 1430 |
| M-Su 6p-12m | TW West KC | 88 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotaor | 11 | 968 |
| M-Su 6p-12m | TW Olathe | 38 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotaor | 11 | 418 |
| M-Su 6p-12m | ViaMedia JoCo | 4 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotaor | 11 | 44 |
| FOOD-TV | | 22 | | | 3 | 6 | 3 | 6 | 3 | 9 | 6 | | 36 | 792 |
| M-Su 6p-12m | TW West KC | 44 | RT | 12 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | Rotator | 12 | 528 |
| M-Su 6p-12m | TW Olathe | 19 | RT | 12 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | Rotator | 12 | 228 |
| M-Su 6p-12m | ViaMedia JoCo | 3 | RT | 12 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | Rotator | 12 | 36 |
| LIF -TV | | 34 | | | 3 | 6 | 3 | 6 | 3 | 6 | 6 | | 33 | 1133 |
| M-Su 6p-12m | TW West KC | 70 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 770 |
| M-Su 6p-12m | TW Olathe | 30 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 330 |
| M-Su 6p-12m | ViaMedia JoCo | 3 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 33 |
| TBSC-TV | | 56 | | | 3 | 6 | 3 | 6 | 3 | 6 | 6 | | 33 | 1837 |
| M-Su 6p-12m | TW West KC | 114 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 1254 |
| M-Su 6p-12m | TW Olathe | 49 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 539 |
| M-Su 6p-12m | ViaMedia JoCo | 4 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 44 |
| ESPN-TV | | 83 | | | 3 | 6 | 3 | 6 | 3 | 6 | 6 | | 33 | 2750 |
| M-Su 6p-12m | TW West KC | 140 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 1540 |
| M-Su 6p-12m | TW Olathe | 60 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 660 |
| M-Su 6p-12m | ViaMedia JoCo | 50 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 550 |
| FXNC-TV | | 43 | | | 3 | 6 | 3 | 6 | 3 | 6 | 6 | | 33 | 1430 |
| M-Su 6p-12m | TW West KC | 88 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 968 |
| M-Su 6p-12m | TW Olathe | 38 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 418 |
| M-Su 6p-12m | ViaMedia JoCo | 4 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 44 |
| TNT -TV | | 58 | | | 3 | 6 | 3 | 6 | 3 | 6 | 6 | | 33 | 1914 |
| M-Su 6p-12m | TW West KC | 119 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 1309 |
| M-Su 6p-12m | TW Olathe | 51 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 561 |
| M-Su 6p-12m | ViaMedia JoCo | 4 | RT | 11 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | Rotator | 11 | 44 |

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# INVOICE

Remit Address:
KOAM
P. O. Box 659
Pittsburg, KS 66762
Main: (417) 624-0233
Billing: (417) 624-0233

all OK

| | |
|---|---|
| Advertiser | Praeger, Sandy |
| Product | Insurance Commisioner KS |
| Estimate Number | Republican |

| | |
|---|---|
| **Invoice #** | **6084-1** |
| Invoice Date | 07/23/06 |
| Invoice Month | July 2006 |
| Invoice Period | 06/26/06 - 07/23/06 |

| | |
|---|---|
| Station | KOAM |
| Account Executive | House House |
| Sales Office | Regional |
| Sales Region | Regional |

| | |
|---|---|
| Order # | 6084 |
| Alt. Order # | |
| Order Flight | 7/17/2006 - 7/23/2006 |

Billing Address:

FryeAllen, Inc.
Attention: Accounts Payable
3310 S.W. Harrison
Topeka, KS 66611

RECEIVED JUL 27 2006

| | |
|---|---|
| Billing Calendar | Broadcast |
| Billing Type | Cash |
| Special Handling | |

| | |
|---|---|
| IDB # | |
| Advertiser Code | |
| Product Code | |

| Line | Channel | Description | Time | Day | Date | Length | Air Time | Ad-ID | Rate | Reconciliation | Ref # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | KOAM | CBS Early Morning | 5-530am | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 5x | 11111-- | | | | |
| | | | | M | 07/17/06 | :30 | 5:25 AM | PRAEGER A - PRAEGER20 | $25 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 5:29 AM | PRAEGER A - PRAEGER20 | $25 | | 2 |
| | | | | W | 07/19/06 | :30 | 5:21 AM | PRAEGER A - PRAEGER20 | $25 | | 3 |
| | | | | Th | 07/20/06 | :30 | 5:24 AM | PRAEGER A - PRAEGER20 | $25 | | 4 |
| | | | | F | 07/21/06 | :30 | 5:20 AM | PRAEGER A - PRAEGER20 | $25 | | 5 |
| 2 | KOAM | KOAM This Morni ng | 530a-7a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 6:22 AM | PRAEGER A - PRAEGER20 | $75 | | 3 |
| | | | | Tu | 07/18/06 | :30 | 6:18 AM | PRAEGER A - PRAEGER20 | $75 | | 2 |
| | | | | W | 07/19/06 | :30 | 5:54 AM | PRAEGER A - PRAEGER20 | $75 | | 1 |
| | | | | Th | 07/20/06 | :30 | 6:18 AM | PRAEGER A - PRAEGER20 | $75 | | 4 |
| 3 | KOAM | CBS Early Show | 7-9a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 5x | 11111-- | | | | |
| | | | | M | 07/17/06 | :30 | 8:28 AM | PRAEGER A - PRAEGER20 | $45 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 7:29 AM | PRAEGER A - PRAEGER20 | $45 | | 2 |
| | | | | W | 07/19/06 | :30 | 7:46 AM | PRAEGER A - PRAEGER20 | $45 | | 3 |
| | | | | Th | 07/20/06 | :30 | 7:38 AM | PRAEGER A - PRAEGER20 | $45 | | 4 |
| | | | | F | 07/21/06 | :30 | 8:29 AM | PRAEGER A - PRAEGER20 | $45 | | 5 |
| 4 | KOAM | Price is Right | 10-11a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 10:59 AM | PRAEGER A - PRAEGER20 | $75 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 10:59 AM | PRAEGER A - PRAEGER20 | $75 | | 2 |
| | | | | W | 07/19/06 | :30 | 10:31 AM | PRAEGER A - PRAEGER20 | $75 | | 4 |
| | | | | F | 07/21/06 | :30 | 10:27 AM | PRAEGER A - PRAEGER20 | $75 | | 3 |
| 5 | KOAM | Young & Restless | 11-12n | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 11:25 AM | PRAEGER A - PRAEGER20 | $65 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 11:27 AM | PRAEGER A - PRAEGER20 | $65 | | 3 |
| | | | | W | 07/19/06 | :30 | 11:26 AM | PRAEGER A - PRAEGER20 | $65 | | 2 |
| | | | | Th | 07/20/06 | :30 | 11:59 AM | PRAEGER A - PRAEGER20 | $65 | | 4 |

We warrant that the actual broadcast information shown on this invoice was taken from the program log, and will be available upon request for inspection by advertiser or agency.

# INVOICE

Remit Address:
KOAM
P. O. Box 659
Pittsburg, KS 66762
Main: (417) 624-0233
Billing: (417) 624-0233

| | |
|---|---|
| Advertiser | Praeger, Sandy |
| Product | Insurance Commisioner KS |
| Estimate Number | Republican |

| | |
|---|---|
| Invoice # | 6084-1 |
| Invoice Date | 07/23/06 |
| Invoice Month | July 2006 |
| Invoice Period | 06/26/06 - 07/23/06 |

| | |
|---|---|
| Station | KOAM |
| Account Executive | House House |
| Sales Office | Regional |
| Sales Region | Regional |

| | |
|---|---|
| Order # | 6084 |
| Alt. Order # | |
| Order Flight | 7/17/2006 - 7/23/2006 |

Billing Address:

FryeAllen, Inc.
Attention: Accounts Payable
3310 S.W. Harrison
Topeka, KS 66611

| | |
|---|---|
| Billing Calendar | Broadcast |
| Billing Type | Cash |
| Special Handling | |

| | |
|---|---|
| IDB # | |
| Advertiser Code | |
| Product Code | |

| Line | Channel | Description | Time | Day | Date | Length | Air Time | Ad-ID | Rate | Reconciliation | Ref # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 6 | KOAM | KOAM News at Noon | 12n-1230p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 12:23 PM | PRAEGER A - PRAEGER20 | $60 | | 2 |
| | | | | Tu | 07/18/06 | :30 | 12:20 PM | PRAEGER A - PRAEGER20 | $60 | | 1 |
| | | | | W | 07/19/06 | :30 | 12:14 PM | PRAEGER A - PRAEGER20 | $60 | | 4 |
| | | | | F | 07/21/06 | :30 | 12:11 PM | PRAEGER A - PRAEGER20 | $60 | | 3 |
| 7 | KOAM | CBS Soaps Rotation | 1230-3p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 5x | 11111-- | | | | |
| | | | | M | 07/17/06 | :30 | 1:28 PM | PRAEGER A - PRAEGER20 | $30 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 2:59 PM | PRAEGER A - PRAEGER20 | $30 | | 2 |
| | | | | W | 07/19/06 | :30 | 1:59 PM | PRAEGER A - PRAEGER20 | $30 | | 3 |
| | | | | Th | 07/20/06 | :30 | 1:33 PM | PRAEGER A - PRAEGER20 | $30 | | 4 |
| | | | | F | 07/21/06 | :30 | 2:31 PM | PRAEGER A - PRAEGER20 | $30 | | 5 |
| 8 | KOAM | Dr Phil | 3-4p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 3:59 PM | PRAEGER A - PRAEGER20 | $70 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 3:46 PM | PRAEGER A - PRAEGER20 | $70 | | 3 |
| | | | | W | 07/19/06 | :30 | 3:54 PM | PRAEGER A - PRAEGER20 | $70 | | 2 |
| | | | | Th | 07/20/06 | :30 | 3:54 PM | PRAEGER A - PRAEGER20 | $70 | | 4 |
| 9 | KOAM | KOAM News At 5pm | 5-530p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 5:09 PM | PRAEGER A - PRAEGER20 | $125 | | 4 |
| | | | | Tu | 07/18/06 | :30 | 5:21 PM | PRAEGER A - PRAEGER20 | $125 | | 2 |
| | | | | W | 07/19/06 | :30 | 5:25 PM | PRAEGER A - PRAEGER20 | $125 | | 1 |
| | | | | F | 07/21/06 | :30 | 5:16 PM | PRAEGER A - PRAEGER20 | $125 | | 3 |
| 10 | KOAM | KOAM News at 6pm | 6-630p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 6:12 PM | PRAEGER A - PRAEGER20 | $200 | | 2 |
| | | | | Tu | 07/18/06 | :30 | 6:12 PM | PRAEGER A - PRAEGER20 | $200 | | 4 |
| | | | | W | 07/19/06 | :30 | 6:28 PM | PRAEGER A - PRAEGER20 | $200 | | 1 |
| | | | | F | 07/21/06 | :30 | 6:29 PM | PRAEGER A - PRAEGER20 | $200 | | 3 |
| 11 | KOAM | Wheel of Fortune M-F | 630-7p | | | | | | | | |

We warrant that the actual broadcast information shown on this invoice was taken from the program log, and will be available upon request for inspection by advertiser or agency.

# INVOICE

Remit Address:
KOAM
P. O. Box 659
Pittsburg, KS 66762
Main: (417) 624-0233
Billing: (417) 624-0233

| | |
|---|---|
| Advertiser | Praeger, Sandy |
| Product | Insurance Commisioner KS |
| Estimate Number | Republican |

| | |
|---|---|
| **Invoice #** | **6084-1** |
| Invoice Date | 07/23/06 |
| Invoice Month | July 2006 |
| Invoice Period | 06/26/06 - 07/23/06 |

| | |
|---|---|
| Station | KOAM |
| Account Executive | House House |
| Sales Office | Regional |
| Sales Region | Regional |

| | |
|---|---|
| Order # | 6084 |
| Alt. Order # | |
| Order Flight | 7/17/2006 - 7/23/2006 |

Billing Address:

FryeAllen, Inc.
Attention: Accounts Payable
3310 S.W. Harrison
Topeka, KS 66611

| | |
|---|---|
| Billing Calendar | Broadcast |
| Billing Type | Cash |
| Special Handling | |

| | |
|---|---|
| IDB # | |
| Advertiser Code | |
| Product Code | |

| Line | Channel | Description | Time | Day | Date | Length | Air Time | Ad-ID | Rate | Reconciliation | Ref # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 11 | KOAM | Wheel of Fortune M-F | 630-7p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 5x | 11111-- | | | | |
| | | | | M | 07/17/06 | :30 | 6:42 PM | PRAEGER A - PRAEGER20 | $250 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 6:42 PM | PRAEGER A - PRAEGER20 | $250 | | 2 |
| | | | | W | 07/19/06 | :30 | 6:53 PM | PRAEGER A - PRAEGER20 | $250 | | 3 |
| | | | | Th | 07/20/06 | :30 | 6:41 PM | PRAEGER A - PRAEGER20 | $250 | | 4 |
| | | | | F | 07/21/06 | :30 | 6:54 PM | PRAEGER A - PRAEGER20 | $250 | | 5 |
| 12 | KOAM | KOAM News at 10p | 10-1035p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 5x | 11111-- | | | | |
| | | | | M | 07/17/06 | :30 | 10:10 PM | PRAEGER A - PRAEGER20 | $240 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 10:09 PM | PRAEGER A - PRAEGER20 | $240 | | 2 |
| | | | | W | 07/19/06 | :30 | 10:16 PM | PRAEGER A - PRAEGER20 | $240 | | 3 |
| | | | | Th | 07/20/06 | :30 | 10:22 PM | PRAEGER A - PRAEGER20 | $240 | | 4 |
| | | | | F | 07/21/06 | :30 | 10:11 PM | PRAEGER A - PRAEGER20 | $240 | | 5 |
| 13 | KOAM | Letterman | 1035-1137p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 4x | MTWTF-- | | | | |
| | | | | M | 07/17/06 | :30 | 11:35 PM | PRAEGER A - PRAEGER20 | $90 | | 2 |
| | | | | Tu | 07/18/06 | :30 | 11:35 PM | PRAEGER A - PRAEGER20 | $90 | | 3 |
| | | | | W | 07/19/06 | :30 | 11:35 PM | PRAEGER A - PRAEGER20 | $90 | | 1 |
| | | | | F | 07/21/06 | :30 | 10:53 PM | PRAEGER A - PRAEGER20 | $90 | | 4 |
| 14 | KOAM | Tuesday 7-8p | 7-8p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | -T----- | | | | |
| | | | | Tu | 07/18/06 | :30 | 7:39 PM | PRAEGER A - PRAEGER20 | $275 | | 1 |
| 15 | KOAM | Criminal Minds | 8-9p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | --W---- | | | | |
| | | | | W | 07/19/06 | :30 | 8:59 PM | PRAEGER A - PRAEGER20 | $195 | | 1 |
| 16 | KOAM | Numb3rs | 9-10p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | ----F-- | | | | |
| | | | | F | 07/21/06 | :30 | 9:40 PM | PRAEGER A - PRAEGER20 | $325 | | 1 |
| 17 | KOAM | CBS News Saturday Morning | 6-8a | | | | | | | | |

We warrant that the actual broadcast information shown on this invoice was taken from the program log, and will be available upon request for inspection by advertiser or agency.

# INVOICE

Remit Address:
KOAM
P. O. Box 659
Pittsburg, KS 66762
Main: (417) 624-0233
Billing: (417) 624-0233

| | |
|---|---|
| Advertiser | Praeger, Sandy |
| Product | Insurance Commisioner KS |
| Estimate Number | Republican |

| | |
|---|---|
| **Invoice #** | **6084-1** |
| Invoice Date | 07/23/06 |
| Invoice Month | July 2006 |
| Invoice Period | 06/26/06 - 07/23/06 |

| | |
|---|---|
| Station | KOAM |
| Account Executive | House House |
| Sales Office | Regional |
| Sales Region | Regional |

| | |
|---|---|
| Order # | 6084 |
| Alt. Order # | |
| Order Flight | 7/17/2006 - 7/23/2006 |

Billing Address:

FryeAllen, Inc.
Attention: Accounts Payable
3310 S.W. Harrison
Topeka, KS 66611

| | |
|---|---|
| Billing Calendar | Broadcast |
| Billing Type | Cash |
| Special Handling | |

| | |
|---|---|
| IDB # | |
| Advertiser Code | |
| Product Code | |

| Line | Channel | Description | Time | Day | Date | Length | Air Time | Ad-ID | Rate | Reconciliation | Ref # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 17 | KOAM | CBS News Saturday Morning | 6-8a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | -----S- | | | | |
| | | | | Sa | 07/22/06 | :30 | 7:59 AM | PRAEGER A - PRAEGER20 | $10 | | 1 |
| 18 | KOAM | KOAM News at 6pm Sat | 6-630p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | -----S- | | | | |
| | | | | Sa | 07/22/06 | :30 | 6:17 PM | PRAEGER A - PRAEGER20 | $75 | | 1 |
| 19 | KOAM | Wheel of Fortune Sat | 630-7p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | -----S- | | | | |
| | | | | Sa | 07/22/06 | :30 | 6:41 PM | PRAEGER A - PRAEGER20 | $100 | | 1 |
| 20 | KOAM | Marketwatch | 530-6a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | ------S | | | | |
| | | | | Su | 07/23/06 | :30 | 5:47 AM | PRAEGER A - PRAEGER20 | $10 | | 1 |
| 21 | KOAM | Bob Villa | Sun 6-630a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | ------S | | | | |
| | | | | Su | 07/23/06 | :30 | 6:28 AM | PRAEGER A - PRAEGER20 | $10 | | 1 |
| 22 | KOAM | Religious | 7a-930a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | ------S | | | | |
| | | | | Su | 07/23/06 | :30 | 9:29 AM | PRAEGER A - PRAEGER20 | $15 | | 1 |
| 23 | KOAM | Face The Nation | 930-10 | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | ------S | | | | |
| | | | | Su | 07/23/06 | :30 | 9:59 AM | PRAEGER A - PRAEGER20 | $35 | | 1 |
| 24 | KOAM | Judge Joe Brown | 9-10a | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 5x | 11111-- | | | | |
| | | | | M | 07/17/06 | :30 | 9:19 AM | PRAEGER A - PRAEGER20 | $10 | | 1 |
| | | | | Tu | 07/18/06 | :30 | 9:25 AM | PRAEGER A - PRAEGER20 | $10 | | 2 |
| | | | | W | 07/19/06 | :30 | 9:54 AM | PRAEGER A - PRAEGER20 | $10 | | 3 |
| | | | | Th | 07/20/06 | :30 | 9:18 AM | PRAEGER A - PRAEGER20 | $10 | | 4 |
| | | | | F | 07/21/06 | :30 | 9:59 AM | PRAEGER A - PRAEGER20 | $10 | | 5 |
| 25 | KOAM | Without a Trace | 9-10p | | | | | | | | |
| | | | | 07/17/06 to 07/23/06 | | 1x | ---T--- | | | | |
| | | | | Th | 07/20/06 | :30 | 9:32 PM | PRAEGER A - PRAEGER20 | $375 | | 1 |

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# INVOICE

Remit Address:
KOAM
P. O. Box 659
Pittsburg, KS 66762
Main: (417) 624-0233
Billing: (417) 624-0233

| | |
|---|---|
| Advertiser | Praeger, Sandy |
| Product | Insurance Commisioner KS |
| Estimate Number | Republican |

| | |
|---|---|
| **Invoice #** | **6084-1** |
| Invoice Date | 07/23/06 |
| Invoice Month | July 2006 |
| Invoice Period | 06/26/06 - 07/23/06 |

| | |
|---|---|
| Station | KOAM |
| Account Executive | House House |
| Sales Office | Regional |
| Sales Region | Regional |

| | |
|---|---|
| Order # | 6084 |
| Alt. Order # | |
| Order Flight | 7/17/2006 - 7/23/2006 |

Billing Address:

FryeAllen, Inc.
Attention: Accounts Payable
3310 S.W. Harrison
Topeka, KS 66611

| | |
|---|---|
| Billing Calendar | Broadcast |
| Billing Type | Cash |
| Special Handling | |

| | |
|---|---|
| IDB # | |
| Advertiser Code | |
| Product Code | |

| Line | Channel | Description | Time | Day | Date | Length | Air Time | Ad-ID | Rate | Reconciliation | Ref # |
|---|---|---|---|---|---|---|---|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| Aired Spots | 73 | Aired Gross | $7,465.00 | pd $7500 | |
| | | Agency Commission | $1,119.75 | | |
| | | **Net Amount Due** | $6,345.25 | **Payment Terms** | 0 Days |

PAID IN FULL

We warrant that the actual broadcast information shown on this invoice was taken from the program log, and will be available upon request for inspection by advertiser or agency.

**Main Identity**

**From:** "Vince Frye" <VFrye@fryeallen.com>
**To:** "cynthia.hermes" <cynthia.hermes@cox.net>
**Sent:** Thursday, July 20, 2006 4:20 PM
**Subject:** Campaign check

Cindy,

Mary just called and gave me the information on the media buy for next week. The totals are as follows:

| | |
|---|---|
| Johnson County cable - | $12,500 |
| Pittsburg | 5,000 |
| Topeka/Wichita | 38,000 |
| | |
| Total: | $55,500 |

We will need a check so we can send them tomorrow with the media buys and dubs. The cost to produce the first two TV spots is $10,500. We can get that check next week. There will also be a cost for the third spot which we are producing now. Let me know if you have any questions. Thanks.

Vince

# Sandy Praeger Primary
## Pittsburg
## Media Ordered
## July 24 - 31, 2006

| | Notes | Spt $ | DP Code | Day 1 Mon 7/10 '06 | Day 2 Tue 7/11 '06 | Adults 35+ Prog Name | Rtg | Shr | GRP | CPP | Rch % | Freq | Spt Tot | Tot $ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| JOPLIN-PITTSBURG Feb06 DMA Custom | | 119 | | | | | | | 308.2 | 16 | 99.00% | 3.1 | 42 | 5000 |
| KOAM-TV | | 119 | | 36 | 6 | CBS | | | 308.2 | 16 | 99.00% | 3.1 | 42 | 5000 |
| M 8p-9p | ESL | 275 | PA | 1 | 0 | 2 1/2 Men/Christine | 7.4 | 26.7 | 7.4 | 37 | 7.40% | 1 | 1 | 275 |
| M-F 5:30a-7a | ESL | 75 | EM | 3 | 1 | KOAM this Morning | 4.5 | 16.2 | 18 | 17 | 13.70% | 1.3 | 4 | 300 |
| M-F 7a-9a | ESL | 45 | EM | 2 | 0 | CBS Early Show | 4.3 | 15.5 | 8.6 | 10 | 7.90% | 1.1 | 2 | 90 |
| M-F 9a-10a | LUC | 10 | DT | 3 | 1 | Judge Joe Brown | 3.6 | 13 | 14.4 | 3 | 10.50% | 1.4 | 4 | 40 |
| M-F 10a-11a | ESL | 75 | DT | 2 | 0 | Price is Right | 6.7 | 24.2 | 13.4 | 11 | 11.90% | 1.1 | 2 | 150 |
| M-F 11a-12n | ESL | 65 | DT | 2 | 0 | Y&R | 3.6 | 13 | 7.2 | 18 | 6.40% | 1.1 | 2 | 130 |
| M-F 12n-12:30p | ESL | 60 | DT | 2 | 0 | News at Noon | 7.1 | 25.6 | 14.2 | 8 | 12.20% | 1.2 | 2 | 120 |
| M-F 3p-4p | ESL | 70 | DT | 2 | 1 | Dr. Phil | 5.5 | 19.8 | 16.5 | 13 | 13.20% | 1.2 | 3 | 210 |
| M-F 5p-5:30p | ESL | 125 | EN | 2 | 0 | News ay 5 | 10.7 | 38.6 | 21.4 | 12 | 18.40% | 1.2 | 2 | 250 |
| M-F 6p-6:30p | ESL | 200 | EN | 3 | 1 | News at 6 | 13.2 | 47.6 | 52.8 | 15 | 35.70% | 1.5 | 4 | 800 |
| M-F 6:30p-7p | ESL | 250 | EN | 2 | 0 | Wheel of Fortune | 13.1 | 47.2 | 26.2 | 19 | 22.60% | 1.2 | 2 | 500 |
| M-F 10p-10:35p | ESL | 240 | PT | 4 | 1 | 10p news | 13.7 | 49.4 | 68.5 | 18 | 44.20% | 1.6 | 5 | 1200 |
| M-F 10:35p-11:37p | ESL | 90 | RT | 1 | 1 | Letterman | 4.5 | 16.2 | 9 | 20 | 8.10% | 1.1 | 2 | 180 |
| W 8p-9p | ESL | 195 | PT | 1 | 0 | Criminal Minds | 7.5 | 27 | 7.5 | 26 | 7.50% | 1 | 1 | 195 |
| F 9p-10p | ESL | 325 | PT | 1 | 0 | Numb3rs | 10.5 | 37.9 | 10.5 | 31 | 10.50% | 1 | 1 | 325 |
| Sa 6p-6:30p | ESL | 75 | EN | 1 | 0 | News at 6 | 5.2 | 18.7 | 5.2 | 14 | 5.20% | 1 | 1 | 75 |
| Sa 6:30p-7p | ESL | 100 | EN | 1 | 0 | Wheel | 6.2 | 22.4 | 6.2 | 16 | 6.20% | 1 | 1 | 100 |
| Su 5:30a-6a | ESL | 10 | WK | 1 | 0 | CBS Market Watch | 0.4 | 1.4 | 0.4 | 25 | 0.40% | 1 | 1 | 10 |
| Su 7a-9:30a | ESL | 15 | WK | 1 | 0 | Rel Rotation | 0.4 | 1.4 | 0.4 | 38 | 0.40% | 1 | 1 | 15 |
| Su 9:30a-10a | ESL | 35 | WK | 1 | 0 | Face the Nation | 0.4 | 1.4 | 0.4 | 88 | 0.40% | 1 | 1 | 35 |

This report has been prepared using Strata NuMath research

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» Estimate information indicated has been supplied by the user

Source Field Codes

TP – Time period