

# ORDER



**Orders**  
**Order / Rev:** 71445  
**Alt Order #:** 09409683  
**Product Desc:** HASSEBROOK/G/D  
**Estimate:** 2381  
**Flight Dates:** 09/23/14 - 09/29/14  
**Original Date / Rev:** 09/24/14 / 09/24/14  
**Order Type:** NORMAL

**KOLN**  
**Primary AE:** Washington DC Continental  
**Sales Office:** CONDC  
**Sales Region:** National

**Agency Name:** New Media Firm  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

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

**Advertiser Name:** Hassebrook/G/D NE  
**Demographic:** A35+  
**Product Codes:** Candidate - State - Governor  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 45206  
**Agency External ID:** 5493

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/28/14	22	\$4,260.00	\$3,621.00
09/29/14	09/29/14	4	\$1,000.00	\$850.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	22	\$4,260.00	\$3,621.00	0.00
October 2014	4	\$1,000.00	\$850.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$5,260.00</b>	<b>\$4,471.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Continental			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOLN	48%	\$5,260.00
Market	100%	\$10,958.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KFXL	5%	\$547.92
KGIN	0%	\$0.00
KHAS	14%	\$1,534.17
KHGI	16%	\$1,753.33
KHNE	0%	\$0.00
KLKN	17%	\$1,862.92
KLNE	0%	\$0.00
KMNE	0%	\$0.00
KPNE	0%	\$0.00
KRNE	0%	\$0.00
KSNK	0%	\$0.00
KTNE	0%	\$0.00
KUON	0%	\$0.00
KWBL	0%	\$0.00
KWNB	0%	\$0.00
KXNE	0%	\$0.00
KYNE	0%	\$0.00
UNKWN	0%	\$0.00

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 Flight Dates: 09/23/14 - 09/29/14

Advertiser: Hassebrook/G/D NE  
 Product Desc: HASSEBROOK/G/D  
 Estimate: 2381  
 KOLN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KOLN	09/24/14	09/24/14	First News NE @ 5a First News NE @ 5a	CM	5:00 AM-6:00 AM	--W----	:30	1	\$40.00	P-02	0.00	NM	1	\$40.00
5A FIRST NW NE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	--W----			1			\$40.00		0.00			
2	KOLN	09/26/14	09/26/14	First News NE @ 5a First News NE @ 5a	CM	5:00 AM-6:00 AM	----F--	:30	1	\$40.00	P-02	0.00	NM	1	\$40.00
5A FIRST NW NE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	----F--			1			\$40.00		0.00			
3	KOLN	09/23/14	09/23/14	First News NE @ 6a First News NE @ 6a	CM	6:00 AM-7:00 AM	-T-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
6A FIRST NW NE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-T-----			1			\$150.00		0.00			
4	KOLN	09/25/14	09/25/14	First News NE @ 6a First News NE @ 6a	CM	6:00 AM-7:00 AM	---T---	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
6A FIRST NW NE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	---T---			1			\$150.00		0.00			
5	KOLN	09/29/14	09/29/14	First News NE @ 6a First News NE @ 6a	CM	6:00 AM-7:00 AM	M-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
6A FIRST NW NE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	M-----			1			\$150.00		0.00			
6	KOLN	09/24/14	09/24/14	CBS This Morning CBS This Morning	CM	7:00 AM-9:00 AM	--W----	:30	1	\$125.00	P-03	0.00	NM	1	\$125.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	--W----			1			\$125.00		0.00			
7	KOLN	09/26/14	09/26/14	CBS This Morning CBS This Morning	CM	7:00 AM-9:00 AM	----F--	:30	1	\$125.00	P-03	0.00	NM	1	\$125.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	----F--			1			\$125.00		0.00			
N 8	KOLN	09/28/14	09/28/14	Pure Nebraska Pure Nebraska	CM	7:30 AM-8:00 AM	-----S	:30	1	\$90.00	P-03	0.00	NM	2	\$140.00
PURE NEBRASKA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S			1			\$90.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KOLN	09/22/14-09/28/14		Pure Nebraska			7:30 AM-8:00 AM	-----Su	:30	<del>(\$90.00)</del>	0.00	NM			
See MG 8.2,8.3 [No Avail]															
2	KOLN	09/27/14-09/27/14		10/11 First News Sa @630a			630a-8a	-----Sa--	:30	\$75.00	0.00	NM			
Ⓜ MG for 19.1,8.1 [NA]															
3	KOLN	09/25/14-09/26/14		M-F 9a-10a			9a-10a	---ThF----	:30	\$65.00	0.00	NM			
Ⓜ MG for 19.1,8.1 [NA]															
9	KOLN	09/27/14	09/27/14	CBS This Morning Satur CBS This Morning Saturday	CM	8:00 AM-10:00 AM	-----S-	:30	1	\$65.00	P-03	0.00	NM	1	\$65.00
CBS THS MRN:SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S-			1			\$65.00		0.00			
10	KOLN	09/28/14	09/28/14	CBS Sunday Morning CBS Sunday Morning	CM	8:00 AM-9:30 AM	-----S	:30	1	\$250.00	P-03	0.00	NM	1	\$250.00
SUNDAY MRN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S			1			\$250.00		0.00			
11	KOLN	09/23/14	09/23/14		CM	9:58 AM-12:00 PM	-T-----	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00



Order / Rev: 71445  
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 Flight Dates: 09/23/14 - 09/29/14

Advertiser: Hassebrook/G/D NE  
 Product Desc: HASSEBROOK/G/D  
 Estimate: 2381  
 KOLN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10/11 NEWS-SIX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	----F--		1				\$500.00		0.00			
23	KOLN	09/27/14	09/27/14	10/11 Saturday News @ 6M 10/11 Saturday News @ 6p	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00
10/11 NEWS-SIX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S-		1				\$100.00		0.00			
24	KOLN	09/23/14	09/23/14	M-F Wheel of Fortune M-F Wheel of Fortune	CM	6:30 PM-7:00 PM	-T-----	:30	1	\$650.00	P-03	0.00	NM	1	\$650.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-T-----		1				\$650.00		0.00			
25	KOLN	09/25/14	09/25/14	M-F Wheel of Fortune M-F Wheel of Fortune	CM	6:30 PM-7:00 PM	---T---	:30	1	\$650.00	P-03	0.00	NM	1	\$650.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	---T---		1				\$650.00		0.00			
26	KOLN	09/29/14	09/29/14	M-F Wheel of Fortune M-F Wheel of Fortune	CM	6:30 PM-7:00 PM	M-----	:30	1	\$650.00	P-03	0.00	NM	1	\$650.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	M-----		1				\$650.00		0.00			
													Totals	26	\$5,260.00

ORDER WORKSHEET

Rep Order# 9409683 Ver# 3 Status Revised Traffic Order# 71445 Printed: 09/24/14 2:23 PM 1 of 2  
 EC'd Yes Last Received: 09/24/14 1:09 PM  
 Showing Buylines: All Rep and Station Changes

Station KOLN-TV LINCOLN NE Agency (NWMD) THE NEW MEDIA FIRM Rep Firm KATZ CONTINENTAL  
 Advertiser (HASC) HASSEBROOK, CHUCK 1322 G ST, SE Sales Office (DC) WASHINGTON  
 Product HASSEBROOK/G/D WASHINGTON, DC 20003 Salesperson (BT2) BILL THOMAS  
 Estimate# 2381 Agency C/P1/P2/E 480/501/2381 Sales Assistant JACOB  
 Buyer Media Placement Flight Dates 09/23/14-09/29/14 Salesperson Phone# 202-872-5880  
 Salesperson Fax# 202-872-0263

---CONTRACT COMMENT---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

---REMARKS---

REVISED ORDER SEE INS 27-28 FOR MGS FROM INS 8 & 19 NCIT PLS CFM T/R JACOB

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
8*	Su	730A-8A	PURE NEBRASKA	30	-	-	\$90.00	09/28-09/28	0	1	0	\$0.00
			Sales remark: V3 1X PREEMPTED									
			V3 Comment Changed, Spots/week Changed									
19*	Sa	5P-530P	INSIDE EDTN SA	30	-	-	\$50.00	09/27-09/27	0	1	0	\$0.00
			Sales remark: V3 1X PREEMPTED									
			V3 Comment Changed, Spots/week Changed									
27*	Sa	630A-730A	SAT AM	30	-	-	\$75.00	09/27-09/27	1	1	1	\$75.00
			Sales remark: V3 MG LN FROM INS 8 & 19									
			V3 Added									
28*	Th-F	9A-10A	FRIENDS	30	-	-	\$65.00	09/25-09/26	1	1	1	\$65.00
			Sales remark: V3 MG LN FROM INS 8 & 19									
			V3 Added									

---REPORT TOTALS---

Report Totals: 2 / \$140.00

ORDER WORKSHEET

Rep Order# 9409683 Ver# 3 Status Revised Traffic Order# 71445 Printed: 09/24/14 2:23 PM 2 of 2

EC'd Yes Last Received: 09/24/14 1:09 PM

Showing Buylines: All Rep and Station Changes

Station KOLN-TV LINCOLN NE  
 Advertiser (HASC) HASSEBROOK, CHUCK  
 Product HASSEBROOK/G/D  
 Estimate# 2381  
 Buyer Media Placement

Agency (NWMD) THE NEW MEDIA FIRM  
 1322 G ST, SE  
 WASHINGTON, DC 20003  
 Agency C/P1/P2/E 480/501/2381  
 Flight Dates 09/23/14-09/29/14

Rep Firm KATZ CONTINENTAL  
 Sales Office (DC) WASHINGTON  
 Salesperson (BT2) BILL THOMAS  
 Sales Assistant JACOB  
 Salesperson Phone# 202-872-5880  
 Salesperson Fax# 202-872-0263

---SALES MONTHLY TOTALS---

Sep2014: 22 / \$4,260.00 Oct2014: 4 / \$1,000.00

Order Totals: 26 / \$5,260.00 Total GRPS: 0.0

---COMPETITIVE---

Market Totals	\$10,958.33	CABL .00%	EOLN .00%	KFXL 5.00%	KHAS 14.00%	KHGI 16.00%
		KLXN 17.00%	KOLN 48.00%	ROLN .00%		

Books [null]  
 Demos RA35+P

--- CREDIT RISK ---  
 STANDARD CREDIT TERMS

# Spot Manager: Preempted/Unresolved, 07/28/14-10/05/14

Hot AE Full Name Date Order Length Rate Inv. Code (Booked) Time Period Program (Booked) State Reason Preempt/Unresolved Order End Rating MG

Office: CONDC

Station: KOLN

Alt Order #: 09409683

Advertiser: Hassebrook/G/D NE

No	Washington DC Conf	9/28/14	71445	:30	\$90.00	Pure Nebraska	7:30 AM-8:00 A	No Avail	09/22/14	09/29/14	0.0	
No	Washington DC Conf <td>9/27/14</td> <td>71445</td> <td>:30</td> <td>\$50.00</td> <td>All Day Rotator</td> <td>(5:00:00 PM-5:3</td> <td>Program Chal</td> <td>09/22/14</td> <td>09/29/14</td> <td>0.0</td> <th></th>	9/27/14	71445	:30	\$50.00	All Day Rotator	(5:00:00 PM-5:3	Program Chal	09/22/14	09/29/14	0.0	
					\$140.00						\$0.00	
					\$140.00						\$0.00	

Sat 630-730A @ \$75  
 Friends @5

[Filtered by: ((AE Full Name contains Continental) OR (AE Full Name = Kris Ryan))] [Sorted by: Region]

ORDER WORKSHEET

Rep Order# 9409683 Ver# 2 Status Returned Traffic Order# 71445 Last Received: 09/24/14 9:46 AM 1 of 2  
 EC'd Yes Showing Buylines: All Rep and Station Changes

Station KOLN-TV LINCOLN NE Agency (NWMD) THE NEW MEDIA FIRM Rep Firm KATZ CONTINENTAL  
 Advertiser (HASC) HASSEBROOK, CHUCK 1322 G ST, SE Sales Office (DC) WASHINGTON  
 Product HASSEBROOK/G/D WASHINGTON, DC 20003 Salesperson (BT2) BILL THOMAS  
 Estimate# 2381 Agency C/P1/P2/E 480/501/2381 Sales Assistant JACOB  
 Buyer Media Placement Flight Dates 09/23/14-09/29/14 Salesperson Phone# 202-872-5880  
 Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

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--- REMARKS ---

Please see lines 8 & 19 for na's. MG: 1x 9/27 630-730a "Sat AM" @ \$75 MG: 1x Thu-Fri 9-10a "Friends" @ \$65

Ln	Day	Time	Program	Len	RTG	IMP	GRPs/	Rate	Dates	Spots/	Num of	Total
							(000)				Spots	Cost
8*	Su	730A-8A	PURE NEBRASKA	30	-	-	\$90.00		09/28-09/28	1	1	\$90.00
Station remark: V2 1x 9/28 730a @ \$90 no avail												
19*	Sa	5P-530P	INSIDE EDTN SA	30	-	-	\$50.00		09/27-09/27	1	1	\$50.00
Station remark: V2 1x 9/27 5p @ \$50 prog chg												

---REPORT TOTALS---

Report Totals: 2 / \$140.00

---SALES MONTHLY TOTALS---

Sep2014: 22 / \$4,260.00 Oct2014: 4 / \$1,000.00  
 Order Totals: 26 / \$5,260.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$10,958.33 CABL .00% EOLN .00% KFYL 5.00% KHAS 14.00% KHGI 16.00%  
 KLTN 17.00% KOLN 48.00% ROLN .00%

Books [null]  
 Demos RA35+P

ORDER WORKSHEET

Rep Order# 9409683 Ver# 2  
EC'd Yes

Status Returned

Traffic Order# 71445

Last Received:  
Showing Buylines:

Printed: 09/24/14 9:46 AM  
09/24/14 9:45 AM  
All Rep and Station Changes

Station KOLN-TV LINCOLN NE  
Advertiser (HASC) HASSEBROOK, CHUCK  
Product HASSEBROOK/G/D  
Estimate# 2381  
Buyer Media Placement

Agency (NWMAD) THE NEW MEDIA FIRM  
1322 G ST, SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 480/501/2381  
Flight Dates 09/23/14-09/29/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (BT2) BILL THOMAS  
Sales Assistant JACOB  
Salesperson Phone# 202-872-5880  
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--- CREDIT RISK ---  
STANDARD CREDIT TERMS