

# INVOICE



**KNOP**  
**402 S Dewey**  
**North Platte, NE 69101**  
**Sales T & C: www.gray.tv/advertising**  
**Main: (308) 532-2222**  
**Billing:**

Property	KNOP		
Invoice #	3520863-1	Order #	3520863
Invoice Date	04/28/24	Alt Order #	WOC14624274
Invoice Month	April 2024	Deal #	
Invoice Period	04/01/24 - 04/28/24	Flight Dates	04/26/24 - 05/02/24
Advertiser	Pete Ricketts for Senate		
Product	2024 Primary Election		
Estimate #	6819		
Account Executive	Mary Christensen		
Sales Office	Gray National - Chicago		
Sales Region	National		
Agency Code	9916670		
Advertiser Code	662		
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	140343		
Advertiser Ref	630897		
Product 1	832		
Product 2			

Billing Address:

**AxMedia**  
**Attention: Accounts Payable**  
**800 W 47TH Street Suite 200**  
**Kansas City, MO 64112**

Send Payment To:

**KNOP**  
**P.O. Box 14200**  
**Tallahassee, FL 32317-4200**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	04/26/24	05/02/24	News 2 Today @ 5a	5:00 AM-6:00 AM	- 1- 11- -	:30	3	\$15.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 - 1- 11- - 3 \$15.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 5:49 AM News 2 Today @ 5a 5:00 AM-6:00 AM :30 PRNES2402H \$15.00 NM									
2	04/26/24	05/02/24	News 2 Today @ 6a	6:00 AM-7:00 AM	11111- -	:30	5	\$15.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 11111- - 5 \$15.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 6:51 AM News 2 Today @ 6a 6:00 AM-7:00 AM :30 PRNES2402H \$15.00 NM									
3	04/26/24	05/02/24	Today Show	7:00 AM-9:00 AM	22222- -	:30	10	\$15.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 22222- - 10 \$15.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 7:29 AM Today Show 7:00 AM-9:00 AM :30 PRNES2402H \$15.00 NM 2 KNOP F 04/26/24 8:35 AM Today Show 7:00 AM-9:00 AM :30 PRNES2402H \$15.00 NM									
4	04/26/24	05/02/24	Today Show II	9:00 AM-10:00 AM	- 1- 11- -	:30	3	\$10.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 - 1- 11- - 3 \$10.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 9:59 AM Today Show II 9:00 AM-10:00 AM :30 PRNES2402H \$10.00 NM									
6	04/26/24	05/02/24	M-F 11a-1130a	11:00 AM-11:30 AM	1- - 11- -	:30	3	\$10.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 1- - 11- - 3 \$10.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 11:23 AM M-F 11a-1130a 11:00 AM-11:30 AM :30 PRNES2402H \$10.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log. The station does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at the link located above on this invoice.

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**Tallahassee, FL 32317-4200**

Invoice #	3520863-1	Invoice Month	April 2024
Invoice Date	04/28/24	Invoice Period	04/01/24 - 04/28/24
Advertiser	Pete Ricketts for Senate		
Product	2024 Primary Election		
Estimate #	6819		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	04/26/24	05/02/24	News 2 @ 1130a	11:30 AM-12:00 PM	11111--	:30	5	\$20.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 11111-- 5 \$20.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 11:53 AM News 2 @ 1130a 11:30 AM-12:00 PM :30 PRNES2402H \$20.00 NM									
10	04/26/24	05/02/24	NBC Nightly News	5:30 PM-6:00 PM	11111--	:30	5	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 11111-- 5 \$45.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 NBC Nightly News 5:30 PM-6:00 PM :00 <del>\$45.00</del> NM See MG 10.6 6 KNOP F 04/26/24 9:25 PM Friday Prime 2 Hour 8:00 PM-10:00 PM :30 PRNES2402H \$75.00 NM MG for 22.1,10.1									
11	04/26/24	05/02/24	News 2 @ 6p M-F	6:00 PM-6:30 PM	11111--	:30	5	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 11111-- 5 \$50.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 6:21 PM News 2 @ 6p M-F 6:00 PM-6:30 PM :30 PRNES2402H \$50.00 NM									
12	04/26/24	05/02/24	M-F 630p-7p	6:30 PM-7:00 PM	11111--	:30	5	\$20.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 11111-- 5 \$20.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 7:00 PM M-F 630p-7p 6:30 PM-7:00 PM :30 PRNES2402H \$20.00 NM									
13	04/26/24	05/02/24	News 2 @ 10p M-F	10:00 PM-10:35 PM	11111--	:30	5	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 05/02/24 11111-- 5 \$50.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 10:12 PM News 2 @ 10p M-F 10:00 PM-10:35 PM :30 PRNES2402H \$50.00 NM									
20	04/26/24	04/26/24	Friday Prime Hr 1	7:00 PM-8:00 PM	----1--	:30	1	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/22/24 04/28/24 ----1-- 1 \$75.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP F 04/26/24 7:25 PM Friday Prime Hr 1 7:00 PM-8:00 PM :30 PRNES2402H \$75.00 NM									
21	04/26/24	04/27/24	Sa Today	7:00 AM-9:00 AM	-----2-	:30	2	\$10.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/22/24 04/28/24 -----2- 2 \$10.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 KNOP Sa 04/27/24 7:53 AM Sa Today 7:00 AM-9:00 AM :30 PRNES2402H \$10.00 NM 2 KNOP Sa 04/27/24 7:59 AM Sa Today 7:00 AM-9:00 AM :30 PRNES2402H \$10.00 NM									
22	04/26/24	04/27/24	NBC Nightly News Sa	5:30 PM-6:00 PM	-----1-	:30	1	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/26/24 04/27/24 -----1- 1 \$30.00									

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Estimate #	6819		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																												
22	04/26/24	04/27/24	NBC Nightly News Sa	5:30 PM-6:00 PM	-----1-	:30	1	\$30.00	NM																																												
<table border="0"> <tr> <td>Spots: #</td> <td>Ch</td> <td>Day</td> <td>Air Date</td> <td>Air Time</td> <td>Description</td> <td>Start/End Time</td> <td>Length</td> <td>Ad-ID</td> <td>Rate</td> <td>Type</td> </tr> <tr> <td>1</td> <td>KNOP</td> <td>Sa</td> <td>04/27/24</td> <td></td> <td>NBC Nightly News Sa</td> <td>5:30 PM-6:00 PM</td> <td>:00</td> <td></td> <td><del>\$30.00</del></td> <td>NM</td> </tr> </table> <p>See MG 10.6</p>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KNOP	Sa	04/27/24		NBC Nightly News Sa	5:30 PM-6:00 PM	:00		<del>\$30.00</del>	NM																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																											
1	KNOP	Sa	04/27/24		NBC Nightly News Sa	5:30 PM-6:00 PM	:00		<del>\$30.00</del>	NM																																											
23	04/26/24	04/27/24	News 2 @ 6p Sat	6:00 PM-6:30 PM	-----1-	:30	1	\$30.00	NM																																												
<table border="0"> <tr> <td>Weeks:</td> <td>Start Date</td> <td>End Date</td> <td>MTWTFSS</td> <td>Spots/Week</td> <td>Rate</td> <td colspan="5"></td> </tr> <tr> <td></td> <td>04/22/24</td> <td>04/28/24</td> <td>-----1-</td> <td>1</td> <td>\$30.00</td> <td colspan="5"></td> </tr> <tr> <td>Spots: #</td> <td>Ch</td> <td>Day</td> <td>Air Date</td> <td>Air Time</td> <td>Description</td> <td>Start/End Time</td> <td>Length</td> <td>Ad-ID</td> <td>Rate</td> <td>Type</td> </tr> <tr> <td>1</td> <td>KNOP</td> <td>Sa</td> <td>04/27/24</td> <td>6:07 PM</td> <td>News 2 @ 6p Sat</td> <td>6:00 PM-6:30 PM</td> <td>:30</td> <td>PRNES2402H</td> <td>\$30.00</td> <td>NM</td> </tr> </table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate							04/22/24	04/28/24	-----1-	1	\$30.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KNOP	Sa	04/27/24	6:07 PM	News 2 @ 6p Sat	6:00 PM-6:30 PM	:30	PRNES2402H	\$30.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																
	04/22/24	04/28/24	-----1-	1	\$30.00																																																
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1	KNOP	Sa	04/27/24	6:07 PM	News 2 @ 6p Sat	6:00 PM-6:30 PM	:30	PRNES2402H	\$30.00	NM																																											
24	04/26/24	04/27/24	News 2 @ 10p Sat	10:00 PM-10:30 PM	-----1-	:30	1	\$50.00	NM																																												
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																
	04/22/24	04/28/24	-----1-	1	\$50.00																																																
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1	KNOP	Sa	04/27/24	10:12 PM	News 2 @ 10p Sat	10:00 PM-10:30 PM	:30	PRNES2402H	\$50.00	NM																																											
25	04/26/24	04/28/24	Su Today	7:00 AM-8:00 AM	-----1	:30	1	\$10.00	NM																																												
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																											
1	KNOP	Su	04/28/24	7:28 AM	Su Today	7:00 AM-8:00 AM	:30	PRNES2402H	\$10.00	NM																																											
26	04/26/24	04/28/24	Meet The Press	8:00 AM-9:00 AM	-----1	:30	1	\$20.00	NM																																												
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																
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1	KNOP	Su	04/28/24	8:44 AM	Meet The Press	8:00 AM-9:00 AM	:30	PRNES2402H	\$20.00	NM																																											
27	04/26/24	04/28/24	NBC Nightly News Su	5:30 PM-6:00 PM	-----1	:30	1	\$30.00	NM																																												
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1	KNOP	Su	04/28/24		NBC Nightly News Su	5:30 PM-6:00 PM	:00		<del>\$30.00</del>	NM																																											
28	04/26/24	04/28/24	Sunday Prime 2 Hour A	7:00 PM-9:00 PM	-----1	:30	1	\$75.00	NM																																												
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We warrant that the actual broadcast information shown on this invoice was taken from the program log. The station does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at the link located above on this invoice.

# INVOICE



Send Payment To:  
**KNOP**  
**P.O. Box 14200**  
**Tallahassee, FL 32317-4200**

Invoice #	3520863-1	Invoice Month	April 2024
Invoice Date	04/28/24	Invoice Period	04/01/24 - 04/28/24
Advertiser	Pete Ricketts for Senate		
Product	2024 Primary Election		
Estimate #	6819		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																						
29	04/26/24	04/28/24	News 2 @ 10p Sun	10:00 PM-10:35 PM	-----1	:30	1	\$50.00	NM																						
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<u>Total Spots</u>							<b>20</b>																								

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$625.00</b>
<u>Agency Commission</u>	<b>\$93.75</b>
<u>Net Amount Due</u>	<b>\$531.25</b>
<u>Invoice Balance as of 05/01/24 10:18:22 AM CT</u>	<b>\$0.00</b>

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