

# ORDER



**Orders**  
**Order / Rev:** 3538292  
**Alt Order #:** WOC14639122  
**Product Desc:** 2024 Primary Election  
**Estimate:** 6888  
**Flight Dates:** 05/10/24 - 05/16/24  
**Original Date / Rev:** 05/02/24 / 05/02/24  
**Order Type:** NORMAL

**KNOP**  
**Primary AE:** Mary Christensen  
**Sales Office:** GN-CH  
**Sales Region:** National

**Agency Name:** AxMedia  
**Buying Contact:**  
**Billing Contact:**  
 800 W 47TH Street Suite 200  
 Kansas City, MO 64112

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

**Advertiser Name:** Pete Ricketts for Senate  
**Demographic:** HH  
**Product Codes:** Candidate - National - House  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P-04

**New Business End:**  
**Advertiser External ID:** 630897  
**Agency External ID:** 140343  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/14/24	65	\$1,775.00	\$1,508.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	65	\$1,775.00	\$1,508.75	0.00
<b>Totals</b>	<b>65</b>	<b>\$1,775.00</b>	<b>\$1,508.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jenny Wolgamott			Start Of Order - End Of Order	100%
Mary Christensen			Start Of Order - End Of Order	0%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																
N 1	KNOP	05/10/24	05/14/24	News 2 Today @ 5a News 2 Today @ 5a	CM	5:00 AM-6:00 AM	22--2--	:30	6	\$15.00	P-04	0.00	NM	6	\$90.00																																
(Program: NEWS 2 TODAY AT 5A) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 5:00a-6:00a TIME PERIOD ON KNOP+.																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/10/24	05/16/24	22--2--	6	\$15.00	0.00																																										
N 2	KNOP	05/10/24	05/14/24	News 2 Today @ 6a News 2 Today @ 6a	CM	6:00 AM-7:00 AM	22--2--	:30	6	\$15.00	P-04	0.00	NM	6	\$90.00																																
(Program: NEWS 2 TODAY) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 6:00a-7:00a TIME PERIOD ON KNOP+.																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/10/24	05/16/24	22--2--	6	\$15.00	0.00																																										
N 3	KNOP	05/10/24	05/14/24	NBC Today Show Today Show	CM	7:00 AM-9:00 AM	22--2--	:30	6	\$15.00	P-04	0.00	NM	6	\$90.00																																
(Program: TODAY SHOW) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 7:00a-9:00a TIME PERIOD ON KNOP+.																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/10/24	05/16/24	22--2--	6	\$15.00	0.00																																										
N 4	KNOP	05/10/24	05/14/24	NBC Today Show II Today Show II	CM	9:00 AM-10:00 AM	11--1--	:30	3	\$10.00	P-04	0.00	NM	3	\$30.00																																
(Program: TODAY 3RD HOUR) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 9:00a-10:00a TIME PERIOD ON KNOP+.																																															

Order / Rev: 3538292  
 Alt Order #: WOC14639122  
 Flight Dates: 05/10/24 - 05/16/24

Advertiser: Pete Ricketts for Senate  
 Product Desc: 2024 Primary Election  
 Estimate: 6888  
**KNOP**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KNOP	05/10/24	05/14/24	NBC Today Show III	CM	10:00 AM-11:00 AM	11--1--	:30	3	\$5.00	P-04	0.00	NM	3	\$15.00
Today w/ Hoda & Jenna (Program: TODAY WITH HODA AND JENNA) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 10:00a-11:00a TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	11--1--			3			\$10.00			0.00		
N 6	KNOP	05/10/24	05/14/24	M-F 11a-1130a	CM	11:00 AM-11:30 AM	11--1--	:30	3	\$10.00	P-04	0.00	NM	3	\$30.00
M-F 11a-1130a (Program: FUNNY YOU SHOULD ASK (SYN)) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 11:00a-11:30a TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	11--1--			3			\$5.00			0.00		
N 7	KNOP	05/10/24	05/14/24	News 2 @ 1130a	CM	11:30 AM-12:00 PM	11--1--	:30	3	\$20.00	P-04	0.00	NM	3	\$60.00
News 2 @ 1130a (Program: NEWS 2 MIDDAY) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 11:30a-12:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	11--1--			3			\$20.00			0.00		
N 8	KNOP	05/10/24	05/14/24	NBC News Daily	CM	1158a-1p	11--1--	:30	3	\$20.00	P-04	0.00	NM	3	\$60.00
NBC News Daily (Program: NBC NEWS DAILY) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 12:00p-1:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	11--1--			3			\$20.00			0.00		
N 9	KNOP	05/10/24	05/13/24	M-F 5p-530p	CM	5:00 PM-5:30 PM	1---1--	:30	2	\$20.00	P-04	0.00	NM	2	\$40.00
M-F 5p-530p (Program: INVESTIGATE TV) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 5:00p-5:30p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	1---1--			2			\$20.00			0.00		
N 10	KNOP	05/10/24	05/13/24	NBC Nightly News	CM	5:30 PM-6:00 PM	1---1--	:30	2	\$45.00	P-03	0.00	NM	2	\$90.00
NBC Nightly News (Program: NBC NIGHTLY NEWS) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 5:30p-6:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	1---1--			2			\$45.00			0.00		
N 11	KNOP	05/10/24	05/13/24	News 2 @ 6p M-F	CM	6:00 PM-6:30 PM	1---1--	:30	2	\$50.00	P-04	0.00	NM	2	\$100.00
News 2 @ 6p M-F (Program: NEWS 2 AT 6) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 6:00p-6:30p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	1---1--			2			\$50.00			0.00		
N 12	KNOP	05/10/24	05/13/24	M-F 630p-7p	CM	6:30 PM-7:00 PM	1---1--	:30	2	\$20.00	P-04	0.00	NM	2	\$40.00
M-F 630p-7p (Program: ENTERTAINMENT TONIGHT (SYN)) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 6:30p-7:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	1---1--			2			\$20.00			0.00		
N 13	KNOP	05/10/24	05/13/24	News 2 @ 10p M-F	CM	10:00 PM-10:35 PM	1---1--	:30	2	\$50.00	P-04	0.00	NM	2	\$100.00
News 2 @ 10p M-F (Program: NEWS 2 AT 10P) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 10:00p-10:35p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	1---1--			2			\$50.00			0.00		
N 14	KNOP	05/10/24	05/13/24	NBC The Tonight Show	CM	10:35 PM-11:35 PM	1---1--	:30	2	\$20.00	P-04	0.00	NM	2	\$40.00
The Tonight Show (Program: TONIGHT SHOW) Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 10:35p-11:35p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/10/24	05/16/24	1---1--			2			\$20.00			0.00		
N 15	KNOP	05/10/24	05/13/24		CM	11:35 PM-12:35 AM	1---1--	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00

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Advertiser: Pete Ricketts for Senate  
 Product Desc: 2024 Primary Election  
 Estimate: 6888  
**KNOP**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Late Night															
Late Night w/ Seth Meyers															
(Program: LATE NIGHT WITH SETH MEYERS)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mo-Fr 11:35p-12:35a TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/10/24	05/16/24	1---1--		2			\$10.00			0.00			
N 16	KNOP	05/10/24	05/13/24	NBC Monday Prime Hr 3	CM	9:00 PM-10:00 PM	1-----	:30	1	\$100.00	P-04	0.00	NM	1	\$100.00
Monday Prime Hr 3															
(Program: DEAL OR NO DEAL ISLAND)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Mon 9:00p-10:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/10/24	05/16/24	1-----		1			\$100.00			0.00			
N 17	KNOP	05/10/24	05/10/24	NBC Friday Prime Hr 1	CM	7:00 PM-8:00 PM	-----2--	:30	2	\$75.00	P-04	0.00	NM	2	\$150.00
Friday Prime Hr 1 (7:00 PM-8:00 PM)															
(Program: PASSWORD (FRI))															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Fri 7:00p-8:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----2--		2			\$75.00			0.00			
N 18	KNOP	05/10/24	05/11/24	NBC Sa Today	CM	7:00 AM-9:00 AM	-----2-	:30	2	\$10.00	P-04	0.00	NM	2	\$20.00
Sa Today (7:00 AM-9:00 AM)															
(Program: SATURDAY TODAY SHOW)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sat 7:00a-9:00a TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----2-		2			\$10.00			0.00			
N 19	KNOP	05/10/24	05/11/24	NBC Nightly News Sa	CM	5:30 PM-6:00 PM	-----1-	:30	1	\$50.00	P-01	0.00	NM	1	\$50.00
NBC Nightly News Sa															
(Program: NBC NIGHTLY NEWS)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sat 5:30p-6:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1-		1			\$50.00			0.00			
N 20	KNOP	05/10/24	05/11/24	News 2 @ 6p Sat	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$30.00	P-04	0.00	NM	1	\$30.00
News 2 @ 6p Sat (6:00 PM-6:30 PM)															
(Program: NEWS 2 AT 6 SATURDAY)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sat 6:00p-6:30p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1-		1			\$30.00			0.00			
N 21	KNOP	05/10/24	05/11/24	Sat 630p-7p	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$20.00	P-04	0.00	NM	1	\$20.00
Sat 630p-7p															
(Program: INSIDE EDITION)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sat 6:30p-7:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1-		1			\$20.00			0.00			
N 22	KNOP	05/10/24	05/11/24	News 2 @ 10p Sat	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
News 2 @ 10p Sat															
(Program: NEWS 2 AT 10P SATURDAY)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sat 10:00p-10:30p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1-		1			\$50.00			0.00			
N 23	KNOP	05/10/24	05/11/24	NBC Saturday Night Live	CM	10:30 PM-12:00 AM	-----1-	:30	1	\$30.00	P-04	0.00	NM	1	\$30.00
Saturday Night Live (10:30 PM-12:00 AM)															
(Program: SATURDAY NIGHT LIVE (SYN))															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sat 10:30p-12:00a TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1-		1			\$30.00			0.00			
N 24	KNOP	05/10/24	05/12/24	NBC Su Today	CM	7:00 AM-8:00 AM	-----1	:30	1	\$10.00	P-04	0.00	NM	1	\$10.00
Su Today															
(Program: SUNDAY TODAY SHOW)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sun 7:00a-8:00a TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1		1			\$10.00			0.00			
N 25	KNOP	05/10/24	05/12/24	NBC Meet The Press	CM	8:00 AM-9:00 AM	-----1	:30	1	\$20.00	P-04	0.00	NM	1	\$20.00
Meet The Press (8:00 AM-9:00 AM)															
(Program: MEET THE PRESS)															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sun 8:00a-9:00a TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1					1	\$20.00		0.00			
N26	KNOP	05/10/24	05/12/24	NBC Nightly News Su	CM	5:30 PM-6:00 PM	-----1	:30	1	\$50.00	P-01	0.00	NM	1	\$50.00
				NBC Nightly News Su	(5:30 PM-6:00 PM)										
(Program: NBC NIGHTLY NEWS)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sun 5:30p-6:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1					1	\$50.00		0.00			
N27	KNOP	05/10/24	05/12/24	NBC Sunday Prime 2 Ho	CM	6:00 PM-8:00 PM	-----2	:30	2	\$75.00	P-04	0.00	NM	2	\$150.00
				Sunday Prime 2 Hour A	(6:00 PM-8:00 PM)										
(Program: AMERICAN NINJA WARRIOR (SUN))															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sun 6:00p-8:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----2					2	\$75.00		0.00			
N28	KNOP	05/10/24	05/12/24	NBC Sunday Prime 2 Ho	CM	8:00 PM-10:00 PM	-----2	:30	2	\$75.00	P-04	0.00	NM	2	\$150.00
				Sunday Prime 2 Hour B	(8:00 PM-10:00 PM)										
(Program: AMERICAN NINJA WARRIOR(SUN P3))															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sun 8:00p-10:00p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----2					2	\$75.00		0.00			
N29	KNOP	05/10/24	05/12/24	News 2 @ 10p Sun	CM	10:00 PM-10:35 PI	-----1	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
				News 2 @ 10p Sun	(10:00 PM-10:35 PM)										
(Program: NEWS 2 AT 10P SUNDAY)															
Apr/2023LS - NORTH PLATTE - ACTUAL Apr/2023LS Sun 10:00p-10:35p TIME PERIOD ON KNOP+.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1					1	\$50.00		0.00			
													Totals	65	\$1,775.00