



#30727

9/29/14

Date: 9/29/2014

Client: N/A  
Buyer:  
Advertiser:  
Product: N/A  
Estimate #:

Primary Demo: Adults 35+  
Office: GOCOM (KHSL-KNVN-CW)  
3460 Silverbell Road  
Chico, CA 95973

Flight Dates: 10/6/2014 to 11/4/2014  
Contact:  
Phone:  
Fax:  
Email:

Daypart	Dur	Dpt Code	COST	Oct	6	7	8	9	10	11	12	13	14	15	16	17	18	Total Spots	A 35+ RTG/CPP
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### Chico-Redding Nov13 DMA Nielsen Live+1

#### KNVN-TV

M-F 7p-8p	30	PA	\$200	1	1	1	1	1	0	0	1	1	1	1	0	0		6.6
WHEEL-FORTNE/JEOPARDY																		\$30
M-F 4p-5p	30	EF	\$100	0	0	0	0	0	0	0	0	0	0	0	0	0		2.5
ELLEN																		\$40
Total Spots:				1	1	1	1	1	0	0	1	1	1	1	0	0		
Total GRP:				6.6	6.6	6.6	6.6	6.6	0	0	6.6	6.6	6.6	6.6	0	0		
Total GIMP(000):				18	18	18	18	18	0	0	18	18	18	18	0	0		

Bookend

Daypart	Dur	Dpt Code	COST	Oct	19	20	21	22	23	24	25	26	27	28	29	30	31	Total Spots	A 35+ RTG/CPP
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### Chico-Redding Nov13 DMA Nielsen Live+1

#### KNVN-TV

M-F 7p-8p	30	PA	\$200	0	1	1	1	1	0	0	0	1	1	1	1	0		6.6
WHEEL-FORTNE/JEOPARDY																		\$30
M-F 4p-5p	30	EF	\$100	0	0	0	0	0	0	0	0	0	0	0	0	1		2.5
ELLEN																		\$40
Total Spots:				0	1	1	1	1	0	0	0	1	1	1	1	1		
Total GRP:				0	6.6	6.6	6.6	6.6	0	0	0	6.6	6.6	6.6	6.6	2.5		
Total GIMP(000):				0	18	18	18	18	0	0	0	18	18	18	18	7		

Daypart	Dur	Dpt Code	COST	Nov	1	2	3	4	Total Spots	A 35+ RTG/CPP
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 Chico, CA 95973

Flight Dates: 10/6/2014 to 11/4/2014  
 Contact:  
 Phone:  
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Daypart	Dur	Dpt Code	COST	Nov	1	2	3	4	Total Spots	A 35+ RTG/CPP
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### Chico-Redding Nov13 DMA Nielsen Live+1

#### KNVN-TV

M-F 7p-8p	30	PA	\$200	0	0	2	0		19	6.6
WHEEL-FORTNE/JEOPARDY										\$30
M-F 4p-5p	30	EF	\$100	0	0	0	0		1	2.5
ELLEN										\$40
Total Spots:				0	0	2	0		20	
Total GRP:				0	0	13.2	0			127.9
Total GIMP(000):				0	0	36	0			
Total COST:			\$3,900						Total CPP/CPM:	\$30
Total NET CST:			\$3,315							\$26

Total Reach: 38.6%  
 Total Freq: 3.3

	COST
	NET CST
Oct 14	\$2,600
	\$2,210
Nov 14	\$1,300
	\$1,105

Signature:  9/29/14

Disclaimer:



## Summary By Station

Date: 9/29/2014

Client: N/A  
 Buyer:  
 Advertiser:  
 Product: N/A  
 Estimate #:

Primary Demo: Adults 35+  
 Office: GOCOM (KHSL-KNVN-CW)  
 3460 Silverbell Road  
 Chico, CA 95973

Flight Dates: 10/6/2014 to 11/4/2014  
 Contact:  
 Phone:  
 Fax:  
 Email:

Station	Total Spots	COST NET CST	PCT PCT	Adults 35+		
				CPP	GRP	PCT
				NET CPP	Reach Pct / Freq	

### Chico-Redding Nov13 DMA Nielsen Live+1

KNVN-TV	20	\$3,900	100%	\$30	127.9	100%
		\$3,315	100%	\$26	38.6% / 3.3	
<b>Market Total:</b>	20	\$3,900		\$30	127.9	
		\$3,315		\$26	38.6% / 3.3	



KVVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

SIMPLE BUSINESS SOLUTIONS  
PO BOX 994784  
REDDING, CA 96099

## Contract # 30727

**Schedule Dates** 10/06/14-11/03/14  
**Advertiser** POL:WEAVER FOR CITY COUNCIL 2014 (3998)  
**Agency** SIMPLE BUSINESS SOLUTIONS (1580)  
**Product** Political/Local (1119)  
**Brand** Various (1)  
**Salesperson** Sweetin, Chris (1007)  
**Sales Office** KVVN/KHSL/CW  
**Buyer Name** RAYL,TIM  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political  
**Billing Type** Weekly/Irregular  
**Comments** |

**Date Entered** 09/29/14  
**Last Modified** 09/29/14  
**Entered By** Sher Hanley  
**CO-OP** No  
**Headline #/PO #** /  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$585.00  
**Net Total** \$3,315.00  
**Sales Tax**

## NBC (KVVN)

By Broadcast Month	Spots	Rate
Oct. 2014	13	\$2,600.00
Nov. 2014	7	\$1,300.00
<b>Grand Total:</b>	<b>20</b>	<b>\$3,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT(B/E)	10/06/14-10/10/14	1	:15/:15	7P- 8P (PST)		1	1	1	1	1			5	\$200.00	\$1,000.00	NBC (KVVN)		9/29/14
2.0	Normal Line / SPOT(B/E)	10/13/14-10/16/14	1	:15/:15	7P- 8P (PST)		1	1	1	1				4	\$200.00	\$800.00	NBC (KVVN)		9/29/14
3.0	Normal Line / SPOT(B/E)	10/20/14-10/23/14	1	:15/:15	7P- 8P (PST)		1	1	1	1				4	\$200.00	\$800.00	NBC (KVVN)		9/29/14
4.0	Normal Line / SPOT(B/E)	10/27/14-10/30/14	1	:15/:15	7P- 8P (PST)		1	1	1	1				4	\$200.00	\$800.00	NBC (KVVN)		9/29/14
5.0	Normal Line / SPOT(B/E)	10/31/14-10/31/14	1	:15/:15	3:58P- Ellen						1			1	\$100.00	\$100.00	NBC (KVVN)		9/29/14
6.0	Normal Line / SPOT(B/E)	11/03/14-11/03/14	1	:15/:15	7P- 8P (PST)		2							2	\$200.00	\$400.00	NBC (KVVN)		9/29/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☐ **FEDERAL CANDIDATE**      ☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:** 9/25/14

I, Tim Rayl

being/on behalf of: Brent Weaver,

a legally qualified candidate of the \_\_\_\_\_

political party for the office of: Redding City Council  
in the General

election to be held on: November 4th, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available): See Attached**



I represent that the payment for the above described broadcast time has been furnished by: SIMPLE BUSINESS SOLUTIONS, INC. ON BEHALF OF:  
**Weaver for City Council 2014**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:  
**Raelene Robles**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/25/14 *Vincent*  
Date Signature

***To Be Signed By Station Representative***

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
<u><i>Peter O'Brien</i></u>	<u><i>Peter O'Brien</i></u>	<u><i>VP/GM</i></u>
Signature	Printed Name	Title