

## ORDER



**Orders**  
**Order / Rev:** 560369  
**Alt Order #:**  
**Product Desc:** City Council  
**Estimate:**  
**Flight Dates:** 04/26/17 - 05/01/17  
**Original Date / Rev:** 05/01/17 / 05/01/17  
**Order Type:** NORMAL

KOLN

**Primary AE:** Kris Ryan  
**Sales Office:** LINL  
**Sales Region:** Local

**Agency**  
**Name:** Leirion for Lincoln  
**Buying Contact:**  
**Billing Contact:**  
 1932 S 24th St  
 Lincoln, NE 68502

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

**Advertiser**  
**Name:** Leirion for Lincoln  
**Demographic:** HH  
**Product Codes:** Candidate - Local - City Council  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 141145  
**Agency External ID:** 133892  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/17	04/30/17	14	\$5,200.00	\$4,420.00
05/01/17	05/01/17	6	\$2,375.00	\$2,018.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2017	14	\$5,200.00	\$4,420.00	0.00
May 2017	6	\$2,375.00	\$2,018.75	0.00
<b>Totals</b>	<b>20</b>	<b>\$7,575.00</b>	<b>\$6,438.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kris Ryan			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KOLN	04/26/17	05/01/17	CBS This Morning CBS This Morning	CM	7a-9a	1-111--	:30	4	\$175.00	P-03	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	--111--		3				\$175.00		0.00			
		Week: 05/01/17	05/07/17	1-----		1				\$175.00		0.00			
2	KOLN	04/26/17	05/01/17	CBS Evening News CBS Evening News	CM	528p-6p	1-111--	:30	4	\$300.00	P-04	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	--111--		3				\$300.00		0.00			
		Week: 05/01/17	05/07/17	1-----		1				\$300.00		0.00			
E 3	KOLN	04/30/17	04/30/17	10/11 Sunday News @ 530p 10/11 Sunday News @ 530p	CM	530p-6p	-----1	:30	1	\$200.00	P-02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	-----1		1				\$200.00		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	04/24/17-04/30/17	10/11 Sunday News @ 530p		530p-6p	-----Su	:30		(\$200.00)		0.00	NM		
				See MG 3.2											
				[Preempted in Recon-Sports overrun]											
	2	KOLN	05/01/17-05/01/17	10/11 News Today @ 5p		458p-530p	M-----	:30		\$200.00		0.00	NM		
				MG for 3.1 04/30											
				[sports overrun]											
4	KOLN	04/26/17	05/01/17	10/11 News @ 6p 10/11 News @ 6p	CM	6p-630p	1-11---	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 560369  
 Alt Order #:  
 Flight Dates: 04/26/17 - 05/01/17

Advertiser: Leirion for Lincoln  
 Product Desc: City Council  
 Estimate: KOLN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KOLN	04/26/17	05/01/17	10/11 News @ 6p 10/11 News @ 6p	CM	6p-630p	1-11---	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	--11---		2				\$500.00		0.00			
		Week: 05/01/17	05/07/17	1-----		1				\$500.00		0.00			
5	KOLN	04/29/17	04/29/17	10/11 Saturday News @ 6p 10/11 Saturday News @ 6p	CM	6p-630p	-----1-	:30	1	\$300.00	P-01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	-----1-		1				\$300.00		0.00			
6	KOLN	04/26/17	05/01/17	M-F Wheel of Fortune M-F Wheel of Fortune	CM	628p-7p	1-11---	:30	3	\$650.00	P-03	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	--11---		2				\$650.00		0.00			
		Week: 05/01/17	05/07/17	1-----		1				\$650.00		0.00			
7	KOLN	04/29/17	04/29/17	Sa Wheel of Fortune Sa Wheel of Fortune	CM	630p-7p	-----1-	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	-----1-		1				\$75.00		0.00			
8	KOLN	04/27/17	05/01/17	Late News Rotator M-Su Late News Rotator M-Su	CM	10p-1035p	1--1--1	:30	3	\$550.00	P-04	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/17	04/30/17	---1--1		2				\$550.00		0.00			
		Week: 05/01/17	05/07/17	1-----		1				\$550.00		0.00			
													Totals	20	\$7,575.00

Estimate #	Agency	Date	Length	Rate	Inv. Code (Booked)	Time Period	Program (Booked)	State Reason	Order End	EC Line #	Rating	Imp.
Station: KOLN												

**Alt Order #:**

**Order: 560369**

Leifson for Lind	04/30/17	:30	\$200.00	10/11 Sunday News @530p-6p		Preempted in Recon-S	05/01/17	0.0
			\$200.00					\$0.00
			\$200.00					\$0.00
			\$200.00					\$0.00
			\$0.00					0
			\$0.00					0
			\$0.00					0

5-530p  
5/1 Mon

## Amy Osterhoudt

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**From:** Kevin Cass <kevin4leirion@gmail.com>  
**Sent:** Monday, May 01, 2017 11:35 AM  
**To:** Amy Osterhoudt  
**Subject:** Re: Leirion for Lincoln

Makegood please

Kevin Cass  
Campaign Manager  
Leirion for Lincoln

(406) 214-2627

On Mon, May 1, 2017 at 11:21 AM, Amy Osterhoudt <[Amy.Osterhoudt@1011now.com](mailto:Amy.Osterhoudt@1011now.com)> wrote:

We can't control network programming. Golf is what CBS was running so we have to air it and our local news and/or syndicated programming is often pre-empted or joined in progress if there is an overrun from CBS.

Do you want me to put in the makegood or credit the spot?

Please advise. Thanks!

**From:** Kevin Cass [mailto:[kevin4leirion@gmail.com](mailto:kevin4leirion@gmail.com)]  
**Sent:** Monday, May 01, 2017 10:59 AM  
**To:** Amy Osterhoudt  
**Subject:** Re: Leirion for Lincoln

Thank you for letting us know! I can't imagine how golf could be prioritized over quality local programming.

Kevin Cass

Campaign Manager  
Leirion for Lincoln

(406) 214-2627

On Mon, May 1, 2017 at 10:37 AM, Amy Osterhoudt <[Amy.Osterhoudt@1011now.com](mailto:Amy.Osterhoudt@1011now.com)> wrote:

Good morning! We lost a spot yesterday due to golf overrun.

Pre-empted: 1x 4/30 530-6p "10/11 News Sun" @ \$200

Makegood: 1x 5/1 5-530p "10/11 Today @ 5" @ \$200

Please advise if makegood is ok. Thanks!

*Amy Osterhoudt*

*840 N 40<sup>th</sup> St*

*Lincoln, NE 68503*

*[amy.osterhoudt@1011now.com](mailto:amy.osterhoudt@1011now.com)*

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*(F)[402-467-9406](tel:402-467-9406)*

