

330 Wall Street Suite 40  
Chico, 95926



**VIEW Report**  
NO on A and YES on B

Chico-Redding Nov13 DMA Nielsen Live+1

9/30/2014 8:20AM

Client: AE: Chad Abramson  
 Buyer: Andrew Merkel Phone: 530-893-6523  
 Advertiser: NO on A and YES on B Lengths: 30  
 Product: Dayparts: ALL  
 Phone: Sched Dates: 10/13/14 - 11/04/14 Email: chad@actionnewsnow.com

All-Wks Avrg

	Rate \$\$	Wk 1 - Wk 4			Wk 1 10/13 '14	Wk 2 10/20 '14	Wk 3 10/27 '14	Wk 4 11/3 '14
		Adults 18+						
		Prog Name	Rtg	Imp				
Chico-Redding Nov13 DMA Nielsen Live+1	\$35590			2448142	67	67	98	48
<b>KHSL-TV</b>	<b>\$17450</b>	CBS		1098962	28	28	45	18
M-F 5a-7a	\$60	KHSL WAKEUP	1.4	5323	5	5	10	6
M-F 7a-9a	\$60	CBS THS MRNG	1.7	6497				4
M-F 12n-12:30p	\$150	ACTN NWS@NOON	2.7	10101	5	5	5	4
M-F 6p-6:30p	\$175	ACT NW NOW@6PM	2.6	9951	5	5	8	2
M-F 11p-11:35p	\$90	ACT NWS NOW@11	1.7	6392	5	5	8	2
Sa 6p-6:30p	\$80	ACT NWS NOW@6PM SAT	2.1	7906	1	1	2	
Sa 11p-11:30p	\$70	ACT NWS NOW@11SAT	1.3	4821	1	1	2	
Su 7a-8:30a	\$150	SUNDAY MRN-CBS	4.5	16940	2	2	2	
Su 5p-5:30p	\$50	ACT NW NOW@5PM SUN	3.2	12349	1	1	2	
Su 6p-6:30p	\$80	ACT NW NOW@6PM SUN	2.4	9119	1	1	2	
Su 11p-11:30p	\$70	ACT NWS NOW@11 SUN	1.9	7174	1	1	2	
Th 5:30p-8:30p	\$1600	NFL THURSDAY NIGHT FB	12.0	45628	1	1		
Su 10a-1p	\$1000	NFL CHARGERS @ DOLPHINS	7.0	26615			1	
Su 1p-4p	\$1000	NFL RAIDERS @ SEAHAWKS	8.0	30419			1	
<b>KNVN-TV</b>	<b>\$15500</b>	NBC		1051839	28	28	42	26
M-F 5a-7a	\$70	KNVN WAKE UP	1.7	6464	5	5	10	6
M-F 7a-9a	\$120	TODAY SHW	2.3	8695				6
M-F 9a-10a	\$80	KELLY&MICHAEL	1.6	5895				4
M-F 12n-12:30p	\$70	KNVN ACT NW-NN	0.5	2039	5	5	5	4
M-F 5p-6p	\$200	KNVN-NWSNOW-5P	5.0	19006	5	5	8	2
M-F 6p-6:30p	\$200	KNVN24-NW-6PM	2.9	11186	5	5	8	2
M-F 11p-11:35p	\$110	KNVN-NWNOW-11P	1.3	4964	5	5	8	2
Sa 11p-11:30p	\$70	KNVN-NWNOW-11P SAT	1.1	4108	1	1	1	
Sa 11:30p-1a	\$150	SAT NITE LIVE	2.4	8972	2	2	2	
<b>NHSL-TV</b>	<b>\$640</b>	CW		97341	10	10	10	2
M-F 10p-10:30p	\$20	CW 10-NWS-10	0.8	3042	10	10	10	2
<b>Digital</b>	<b>\$2000</b>			200000	1	1	1	2
M-Su 5a-4a	\$500	ActionNewsNow Banners	13.1	50000	1	1	1	
M 5a-4a	\$300	ActionNewsNow Banners	7.9	30000				1
Tu 5a-12n	\$200	ActionNewsNow Banners	5.3	20000				1
<b>Total</b>	<b>\$35590</b>			2448142	67	67	98	48

3 MONA / 3 TUE  
2/2  
2/2  
2  
2  
CF 30758

3(3)  
3(3)  
2/2  
2/2  
2  
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2  
CF 30757

CF 30750

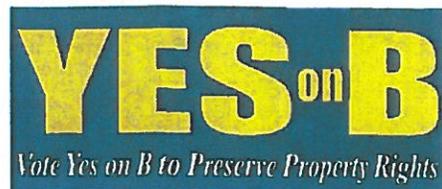
CF 30755

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DATE 10/1/14

*AW*



**PAYMENTS:**

**PRODUCTION: \$700 (\$350X2 COMMERCIALS) DUE ON OR BEFORE 10/10**

**WEEK 1: \$8,945 DUE ON OR BEFORE FRIDAY 10/10**

**WEEK 2: \$8,945 DUE ON OR BEFORE FRIDAY 10/17**

**WEEK 3: \$12,670 DUE ON OR BEFORE FRIDAY 10/24**

**WEEK 4: \$5,030 DU ON OR BEFORE FRIDAY 10/31**

**ROTATION PLAN FOR TV AND DIGITAL:**

**WEEK 1:**

**WEEK 2:**

**WEEK 3:**

**WEEK 4:**

**KHSL/KNVN/CW10/ACTIONNEWSNOW.COM WILL AIR THE ATTACHED SCHEDULE OF 275 COMMERCIALS ALONG WITH 200,000 IMPRESSIONS ON ACTIONNEWSNOW.COM.**

**TOTAL ON-AIR AND DIGITAL INVESTMENT: \$35,590**

**PRODUCTION: \$700**

**TOTAL INVESTMENT \$36,290**

Signature

**Andrew Merkel – NO on A/YES on B**





KVVN/GOCOM  
3490 Silverbell Rd  
Chico, CA 95973

PROP: NO ON BYES ON A  
ANDREW MERKEL  
330 WALL STREET SUITE 40  
CHICO, CA 95926

**Contract # 30757**  
Schedule Dates 10/13/14-11/04/14  
Advertiser PROP: NO ON BYES ON A (4000)  
Agency Direct Account (1)  
Product Political/Issue (1121)  
Brand Various (1)  
Salesperson Abramson, Chad (1002)  
Sales Office KVVN/KHSL/CW  
Buyer Name MERKEL, ANDREW  
Phone/Fax (530) 518-1638 /  
CPE N/A  
Account Types Local/Political  
Billing Type Weekly/Irregular  
Comments |

Date Entered 10/01/14  
Last Modified 10/01/14  
Entered By Sher Hanley  
CO-OP No  
Headline #/PO # /  
Demo  
Order Type Normal  
Package Deal  
Commission % 0.00  
Commission \$0.00  
Net Total \$15,500.00  
Sales Tax

NBC (KVVN)		
By Broadcast Month	Spots	Rate
Oct. 2014	56	\$7,240.00
Nov. 2014	68	\$8,260.00
<b>Grand Total:</b>	<b>124</b>	<b>\$15,500.00</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 / NEWS	10/13/14-10/24/14	1	:30	5A-7A (PST)	1	1	1	1	1				10	\$70.00	\$700.00	NBC (KVVN)		10/1/14
2.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	5A-7A (PST)	2	2	2	2	2				10	\$70.00	\$700.00	NBC (KVVN)		10/1/14
3.0	Normal Line / NEWS	11/03/14-11/04/14	1	:30	5A-7A (PST)	3	3	3						6	\$70.00	\$420.00	NBC (KVVN)		10/1/14
4.0	Normal Line / NEWS	11/03/14-11/04/14	1	:30	7A-NBC Today Show	3	3	3						6	\$120.00	\$720.00	NBC (KVVN)		10/1/14
5.0	Normal Line / SPOT	11/03/14-11/04/14	1	:30	20005- Live With Kelly And Michael	2	2							4	\$80.00	\$320.00	NBC (KVVN)		10/1/14
6.0	Normal Line / NEWS	10/13/14-10/31/14	1	:30	11:59A- Action News Now @12pm	1	1	1	1	1				15	\$70.00	\$1,050.00	NBC (KVVN)		10/1/14
7.0	Normal Line / NEWS	11/03/14-11/04/14	1	:30	11:59A- Action News Now @12pm	2	2							4	\$70.00	\$280.00	NBC (KVVN)		10/1/14
8.0	Normal Line / NEWS	10/13/14-10/24/14	1	:30	4:59P- Action News Now @ 5pm	1	1	1	1	1				10	\$200.00	\$2,000.00	NBC (KVVN)		10/1/14
9.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	4:59P- Action News Now @ 5pm	2	1	2	1	2				8	\$200.00	\$1,600.00	NBC (KVVN)		10/1/14
10.0	Normal Line / NEWS	11/03/14-11/03/14	1	:30	4:59P- Action News Now @ 5pm	2								2	\$200.00	\$400.00	NBC (KVVN)		10/1/14
11.0	Normal Line / NEWS	10/13/14-10/24/14	1	:30	6P- Action News Now @6pm	1	1	1	1	1				10	\$200.00	\$2,000.00	NBC (KVVN)		10/1/14

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_



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12.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	6P- Action News Now @6pm	1		2	2	2	2			8	\$200.00	\$1,600.00	NBC (KVVN)		10/1/14
13.0	Normal Line / NEWS	11/03/14-11/03/14	1	:30	6P- Action News Now @6pm	2								2	\$200.00	\$400.00	NBC (KVVN)		10/1/14
14.0	Normal Line / NEWS	10/13/14-10/24/14	1	:30	11P- 11:35P (PST)	1	1	1	1	1	1			10	\$110.00	\$1,100.00	NBC (KVVN)		10/1/14
15.0	Normal Line / NEWS	10/27/14-10/31/14	1	:30	11P- 11:35P (PST)	2	1	2	1	2				8	\$110.00	\$880.00	NBC (KVVN)		10/1/14
16.0	Normal Line / NEWS	11/03/14-11/03/14	1	:30	11P- 11:35P (PST)	2								2	\$110.00	\$220.00	NBC (KVVN)		10/1/14
17.0	Normal Line / NEWS	10/18/14-11/01/14	1	:30	11P- Action News Now @ 11pm/Wkend	1						1		3	\$70.00	\$210.00	NBC (KVVN)		10/1/14
18.0	Normal Line / SPOT	10/18/14-11/01/14	1	:30	11:29P- Saturday Night Live/NBC	1						2		6	\$150.00	\$900.00	NBC (KVVN)		10/1/14

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

NON-CANDIDATE/ISSUE ADVERTISEMENT

Station and Location: KHSB-KNVN-CW-RHSB	Date: 10/1/14
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I, \_\_\_\_\_ do hereby request station time concerning the following issue:

\_\_\_\_\_

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

Total Charges: \_\_\_\_\_

This broadcast time will be used by: \_\_\_\_\_

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes       No

*Am*



**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

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

**Total Charges:**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**



RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF POLITICAL CANDIDATE

STATION <sup>KHSL KNVN</sup> NHSL MARKET Chico - Redding DATE/TIME 10/11/14

LAST NAME Merkel FIRST NAME Andrew PARTY

CAMPAIGN NO ON B / Yes on A STATUS

RACE NO ON B / Yes on A STATE CA CITY Chico

ADDRESS

INQUIRY BY ON BEHALF OF

REP

INFO REQUESTED: Rates/production rates

INFO SUPPLIED:

ACCEPTED BY: DATE: TIME:

FINAL DISPOSITION:

PMT RECEIVED BY: (AMOUNT) (DATE) COPY APPROVED BY:

NAMES OF COMMITTEE PERSONNEL:

NAME: Andrew Merkel

TITLE:

CAMP. PH:

AGENCY: N/A

ADDRESS: 330 Wall St suite 40  
Chico CA 95928

PHONE: 518-1638  
FAX: