

LARRY HALER / POL 10-24 to 11-7

Author: Trude Smith



Proposal ID: 17613
 Schedule Date: 10/12/2016 - 11/7/2016
 Advertiser: LARRY HALER / POL
 Spot Length(s): :30

Acct. Exec: TRUDE SMITH
 Phone #: 509-737-6701
 Email: trude.smith@kndu.com
 Web Site: www.kndu.com

"Our business is growing your business."

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

Flight Dates: 10/12/2016-11/7/2016

Program Time	Spot Length	OC 12	OC 17	OC 24	OC 31	NO 7	RT-A21+ D.RTG RTG	W k B	Rate Spots
KNDU									
CPP/CPM							\$25.81		19
Mo-Fr 6:00a-7:00a									
NBC Right Now Lcl News at 6	:30	3	3	3	3	--	6.2	4	\$200.00
CPP/CPM							\$32.26		12
Mo-Fr 6:00p-6:30p									

Total Cost: \$3,920.00 Signature

General Summary (RT-A21+ D.RTG)

Name	Spots	Cost	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KNDU	31	\$3,920.00	303	\$29.41	\$12.94	54.5	2.4	28.0	123,669	226,971

CONTRACT

NBC Right Now KNDO
KNDO 23 KNDU 25 216 W. Yakima Ave
 Yakima, WA 98902
 (509)225-2300

www.kndo.com

And:

Minnick & Minnick
 14751 N. Kelsey St.
 Suite 105 #616
 Monroe, WA 98272

<u>Contract / Revision</u> 98059 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/12/16 - 11/07/16		<u>Estimate #</u>
<u>Advertiser</u> POL/Larry Haler		<u>Original Date / Revision</u> 10/06/16 / 10/10/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> KNDO_KND	<u>Account Executive</u> Trude Smith	<u>Sales Office</u> KNDO-KNDU N
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	U	10/12/16	11/07/16	NORTHWEST TODAY 6AM	6-7AM		:30				NM	19	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/10/16	10/16/16	--WTF--				4	\$80.00	0.00			
		Week: 10/17/16	10/23/16	MTWTF--				5	\$80.00	0.00			
		Week: 10/24/16	10/30/16	MTWTF--				5	\$80.00	0.00			
		Week: 10/31/16	11/06/16	MTWTF--				4	\$80.00	0.00			
		Week: 11/07/16	11/13/16	M-----				1	\$80.00	0.00			
N 2	U	10/12/16	11/07/16	LOCAL NEWS @ 6 M-F	6-6:30PM		:30				NM	12	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/10/16	10/16/16	--WTF--				3	\$200.00	0.00			
		Week: 10/17/16	10/23/16	MTWTF--				3	\$200.00	0.00			
		Week: 10/24/16	10/30/16	MTWTF--				3	\$200.00	0.00			
		Week: 10/31/16	11/06/16	MTWTF--				3	\$200.00	0.00			
		Week: 11/07/16	11/13/16	-----				0	\$200.00	0.00			
Totals											0.00	31	\$3,920.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/16 - 10/31/16	24	\$3,000.00	\$2,550.00
11/01/16 - 11/07/16	7	\$920.00	\$782.00
Totals	31	\$3,920.00	\$3,332.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.