



KNOP-TV NEWS 2
P.O. Box 749
North Platte, NE 69103-0749

Smart Media Group
814 King Street Suite 200
Alexandria, VA 22314

Contract # 14917

Schedule Dates 10/07/14-10/13/14
Advertiser Pol/Sen/Sasse for NE Senate/Smart Media Group (1185)
Agency Smart Media Group (1185)
Product POL-US SENATE (1050)
Brand SASSE for NE SENATE (6354)
Salesperson Ryan, Kristine (1110)
Sales Office KHAS-TV
Buyer Name BROOKS, MICHELLE
Phone/Fax /
CPE C07C13
Account Types Local/Political Agency
Billing Type Weekly/Irregular
Comments KNOP

Date Entered 10/06/14
Last Modified 10/07/14
Entered By Amy Osterhoudt
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$229.88
Net Total \$1,302.62
Sales Tax

North Platte (KNOP)

By Broadcast Month	Spots	Rate
Oct. 2014	23	\$1,532.50
Grand Total:	23	\$1,532.50

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	10/07/14-10/10/14	3	:30	11:28A- NEWS 2 AT 11:30AM			1		1	1			3	\$45.00	\$135.00	North Platte (KNOP)		10/6/14
2.0	Normal Line / SPOT	10/13/14-10/13/14	3	1:00	5P- THE BIG BANG THEORY		1							1	\$80.00	\$80.00	North Platte (KNOP)		10/6/14
3.0	Normal Line / SPOT	10/13/14-10/13/14	1	:30	6A- NEWS 2 SUNRISE		1							1	\$60.00	\$60.00	North Platte (KNOP)		10/6/14
4.0	Normal Line / SPOT	10/07/14-10/09/14	3	:30	6A- NEWS 2 SUNRISE			1		1				2	\$35.00	\$70.00	North Platte (KNOP)		10/6/14
5.0	Normal Line / SPOT	10/07/14-10/13/14	3	:30	7A- NBC TODAY SHOW I		1	1		1	1			4	\$35.00	\$140.00	North Platte (KNOP)		10/6/14
6.0	Normal Line / SPOT	10/07/14-10/09/14	3	:30	5:28P- NBC NIGHTLY NEWS			1		1				1	\$50.00	\$50.00	North Platte (KNOP)		10/6/14
6.0.1	Closed Preempt	10/07/14															North Platte (KNOP)	No Avail/Exception -	
7.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	5:59P- NEWS 2 AT 6PM				1					1	\$130.00	\$130.00	North Platte (KNOP)		10/6/14
8.0	Normal Line / SPOT	10/11/14-10/11/14	3	:30	6P- NEWS 2 AT 6PM							1		1	\$57.50	\$57.50	North Platte (KNOP)		10/6/14
9.0	Normal Line / SPOT	10/08/14-10/10/14	3	:30	10:34P- NBC THE TONIGHT SHOW				1		1			2	\$35.00	\$70.00	North Platte (KNOP)		10/6/14
10.0	Revised Line / SPOT	10/12/14-10/12/14	2	:30	10:30P- NEWS 2 AT 10PM								1				North Platte (KNOP)		10/6/14
10.1	Normal Line / SPOT	10/12/14-10/12/14	2	1:00	10:30P- NEWS 2 AT 10PM								1	1	\$350.00	\$350.00	North Platte (KNOP)		10/6/14
11.0	Normal Line / SPOT	10/13/14-10/13/14	2	:30	9P- NBC THE BLACKLIST		1							1	\$125.00	\$125.00	North Platte (KNOP)		10/6/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.



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12.0	Normal Line / SPOT	10/10/14-10/10/14	3	:30	3P- DR. OZ						1			1	\$40.00	\$40.00	North Platte (KNOP)		10/6/14
13.0	Normal Line / SPOT	10/12/14-10/12/14	3	:30	8A- NBC MEET THE PRESS								1	1	\$25.00	\$25.00	North Platte (KNOP)		10/6/14
14.0	Normal Line / SPOT	10/11/14-10/11/14	3	:30	6:30P- WHEEL OF FORTUNE						1			1	\$50.00	\$50.00	North Platte (KNOP)		10/6/14
15.0	Normal Line / SPOT	10/10/14-10/10/14	3	:30	8P- NBC DATELINE NBC					1				1	\$100.00	\$100.00	North Platte (KNOP)		10/6/14
16.0	M/G For 6.0.1 / SPOT	10/11/14-10/11/14	3	:30	6P- NEWS 2 AT 6PM							1		1	\$50.00	\$50.00	North Platte (KNOP)		10/7/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Preemption Report - Detailed

Tuesday, October 7, 2014 7:49:02 am

Contract #	P/E Type	P/E Status	Preempted	P/E Date	Rate	Times	Len	SPW	M	T	W	T	F	S	S	Station	M	Headline #	Contract Start/End Dat	Line Comment
Totals for: Pol/Gov/Ricketts/Smart Media					\$1,860.00				Preempt Count:		6									
Advertiser: Pol/Sen/Sasse for NE Senate/Smart Media Group (2749)																				
Contract Number: 14917 ?																				
14917.2.0.1	Technical Difficulty	Open		10/6/14 1:08pm	10/13/14	\$80.00	SP -THE BIG BANG TH	1:00		1						KNOP			10/07/14-10/13/14	
14917.6.0.1	No Avail	Open		10/6/14 1:54pm	10/7/14	\$50.00	5:28:56P -NBC NIGHTLY NEW	:30		1	1					KNOP			10/07/14-10/13/14	
Totals for: 14917					\$130.00				Preempt Count:		2									
10/11 Sat 6p																				

10/11 Sat 6p



Amy Osterhoudt

From: Michele Brooks <michele@smartmediagrp.com>
Sent: Tuesday, October 07, 2014 10:24 AM
To: Amy Osterhoudt
Subject: RE: Smart Media Makegood KNOP.xlsx

ok

From: Amy Osterhoudt [<mailto:Amy.Osterhoudt@1011now.com>]
Sent: Tuesday, October 7, 2014 11:16 AM
To: Michele Brooks
Subject: Smart Media Makegood KNOP.xlsx

Please advise. Thanks!



Makegood Form

Date:	10/7/2014
Buyer: Michelle Brooks	Firm/Rep:
Market: Lincoln-Hastings-Kearney	Client: Sasse Senate
Station: KNOP	Week of: 7-Oct

Missed Spot(s)

# of Spots	Day	Date	Start Time	End Time	Program Name	Spot Cost	Total Missed	Makegood Reason
1	Tue	7-Oct	530p	6p	NBC Eve	50	50	no avail
Total						50	\$50	

Makegood Offer(s):

# of Spots	Day	Date	Start Time	End Time	Program Name	Spot Cost	Total Cost	Comments
1	Sat	11-Oct	6p	630p	News @ 6	50	50	
Total						50	\$0	

Additional Comments

Internal Notes:

Approval:	Date:	Keyed By:
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Rate Change Form

Date:	6-Oct
Buyer: Michelle Brooks	Firm/Rep:
Market: North Platte	Client: Sasse for Sen
Station: KNOP	Week of: 107

Spots Needing Rate Changes:

# of Spots	Day	Date	Start Time	End Time	Program Name	Ordered Spot Cost	Suggested Revised Spot Cost	Total Difference	Comments
1	Fri	10-Oct	3p	4p	Dr. Oz	\$22.50	\$40	\$18	LUR is \$40
1	Sun	12-Oct	8a	9a	Meet Press	\$17.50	\$25	\$8	LUR is \$25
1	Sun	12-Oct	1030p	1105p	Late News	\$175	\$350	\$175	60 rate is \$350
1	Sat	11-Oct	630p	7p	Wknd Wheel	\$45	\$50	\$5	LUR is \$50
1	Fri	10-Oct	8p	10p	Dateline	\$75	\$100	\$25	LUR is \$100
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
								\$0	
Total								\$230	

**By submitting these suggested rates, station acknowledges that they are the Lowest Unit Rate among all advertisers in time period.

Additional Comment:

Internal Notes:

Approval:	Date:	Keyed By:
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New
Total
1532.50

Amy Osterhoudt

From: Michele Brooks <michele@smartmediagrp.com>
Sent: Monday, October 06, 2014 1:50 PM
To: Amy Osterhoudt
Subject: RE: Smart Media Rate Change Template.xlsx

ok

From: Amy Osterhoudt [mailto:Amy.Osterhoudt@1011now.com]
Sent: Monday, October 6, 2014 2:19 PM
To: Michele Brooks
Subject: Smart Media Rate Change Template.xlsx

Here you go. Please advise. New total would be \$1532.50

14917

Worksheet Schedule Report

Date: 10/03/2014
Time: 02:25PM

Company: 01 Smart Media Group
 Office: 01 Alexandria
 Media: TV TELEVISION
 Client: SASSE Sasse for NE Senate
 Product: ORDR
 Estimate: C07C13 10/7/14-10/13/14 TV
 Market: NPL NORTH PLATTE, NE
 Station: KNOP-T

Book: NOV14 Share:JMA14 PVT: JNO13

Flight Dates: 10/07/14 - 10/13/14

1185
2749

Item #	DP	Days	Start	End	Len	Program	Cost	RP35+	CPP	Total	10/07 Tu	10/08 W	10/09 Th	10/10 F	10/11 Sa	10/12 Su	10/13 M
1	DT	MTWTF..	1130A	1200N	30	NEWS 2AT 1130A	45.00	3	6.4	7.03	3	1	0	1	1	0	0
2	EF	MTWTF..	0300P	0400P	30	DR. OZ	22.50	1.6	14.06	1	0	0	0	1	0	0	0
14	EF	MTWTF..	0500P	0530P	60	JEOPARDY! <i>Big Bang</i>	80.00	3	7.8	10.26	1	0	0	0	0	0	1
3	EM	MTWTF..	0600A	0700A	30	NEWS 2 SUNRISE	60.00	1	4.1	14.63	1	0	0	0	0	0	1
4	EM	MTWTF..	0600A	0700A	30	NEWS 2 SUNRISE	35.00	3	4.1	8.54	2	1	0	1	0	0	0
5	EM	MTWTF..	0700A	0900A	30	TODAY SHOW	35.00	3	5.6	6.25	4	1	0	1	1	0	1
6	EMS	0800A	0900A	30	MEET THE PRESS	17.50	2.5	7.00	1	0	0	0	0	0	1	0
7	EN	MTWTF..	0530P	0600P	30	NBC NIGHTLY NEWS	50.00	3	11.6	4.31	2	1	0	1	0	0	0
8	EN	MTWTF..	0600P	0630P	30	NEWS 2 AT 6PM	130.00	3	23.1	5.63	1	0	1	0	0	0	0
9	ENS	0600P	0630P	30	NEWS 2 AT 6PM	57.50	3	14.0	4.11	1	0	0	0	0	1	0
10	LF	MTWTF..	1035P	1135P	30	TONIGHT SHOW	35.00	3	5.0	7.00	2	0	1	0	1	0	0
15	LNS	1000P	1030P	60	NEWS2 AT 10PM SUN <i>1030-1100P</i>	175.00	2	21.2	8.25	1	0	0	0	0	1	0
11	PAS	0630P	0700P	30	WHEEL OF FORTUNE	45.00	8.6	5.23	1	0	0	0	0	1	0	0
12	PT	M.....	0900P	1000P	30	THE BLACKLIST	125.00	2	9.8	12.76	1	0	0	0	0	0	1
13	PTF..	0700P	0800P	30	DATeline NBC <i>8-10p</i>	75.00	8.5	8.82	1	0	0	0	1	0	0	0
STATION TOTALS							1302.50	184.2	7.07	23	4	2	4	5	2	2	4

LURIS \$40

LURIS \$25

-> THIS IS : 30 rate

LURIS \$50

LURIS \$100

Out 22.50
 17.50
 45.00
 75.00
 160

M6 Fri 8-10p Dateline \$100
 Sat 630p Wheel Wheel \$50
 Sat 12-1A White Gollar \$10
 160

7
 DO YOU
 WANT : 30?

CONFIRMED
KOLN / KGIN TV
 A. Osterhoudt

Amy Osterhoudt

From: Amy Osterhoudt
Sent: Monday, October 06, 2014 11:28 AM
To: Michele Brooks (michele@smartmediagrp.com)
Subject: Sasse KNOP w/o 10/7
Attachments: 1366_001.pdf

Hi. Please see attached for confirmation. There are some wrong rates on here. I put together a mg package. Let me know if you want to do the mg or you want to up the money to get into the shows you ordered. Also – the 10/12 10p News rate is \$175 for a :60 – this is the rate for a :30 so I put this in as a :30.

Please advise asap! Thanks!

Amy Osterhoudt
840 N 40th St
Lincoln, NE 68503
amy.osterhoudt@1011now.com

(P)402-467-4321 x 206
(F)402-467-9406



From: scanner@1011now.com [mailto:scanner@1011now.com]
Sent: Monday, October 06, 2014 11:25 AM
To: Amy Osterhoudt
Subject: Attached Image