

# ORDER



**Orders**  
**Order / Rev:** 216862  
**Alt Order #:**  
**Product Desc:** Oct  
**Estimate:**  
**Flight Dates:** 10/01/23 - 10/31/23  
**Original Date / Rev:** 08/10/23 / 08/10/23  
**Order Type:** GENERAL

**KNDO - KNDU**  
**Primary AE:** Trude Smith  
**Sales Office:** NDOUA  
**Sales Region:** N-DIR

**Agency Name:** POL/Scott Keller  
**Buying Contact:**  
**Billing Contact:**  
 406 Basswood Ave  
 Richland, WA 99352

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

**Advertiser Name:** POL/Scott Keller  
**Demographic:** A18+  
**Product Codes:** PL Candidate  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** GEN  
**Priority:** CO

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/23	10/28/23	63	\$5,350.00	\$4,547.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	63	\$5,350.00	\$4,547.50	274.76
<b>Totals</b>	<b>63</b>	<b>\$5,350.00</b>	<b>\$4,547.50</b>	<b>274.76</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Trude Smith			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
N 1	U	10/02/23	10/29/23	NORTHWEST TODAY 5AM NORTHWEST TODAY 5AM	CM	5-6AM	MTWTF--	:30	4	\$20.00	CO	2.28	NM	14	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	MTWTF--		4				\$20.00		2.28			
		Week: 10/09/23	10/15/23	MTWTF--		3				\$20.00		2.28			
		Week: 10/16/23	10/22/23	MTWTF--		4				\$20.00		2.28			
		Week: 10/23/23	10/29/23	MTWTF--		3				\$20.00		2.28			
N 2	U	10/02/23	10/29/23	NORTHWEST TODAY 6AM NORTHWEST TODAY 6AM	CM	6-7AM	MTWTF--	:30	3	\$75.00	CO	4.22	NM	12	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	MTWTF--		3				\$75.00		4.22			
		Week: 10/09/23	10/15/23	MTWTF--		3				\$75.00		4.22			
		Week: 10/16/23	10/22/23	MTWTF--		3				\$75.00		4.22			
		Week: 10/23/23	10/29/23	MTWTF--		3				\$75.00		4.22			
N 3	U	10/02/23	10/29/23	7AM M-F TODAY SHOW	CM	7-9AM	MTWTF--	:30	3	\$75.00	CO	4.43	NM	12	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	MTWTF--		3				\$75.00		4.43			
		Week: 10/09/23	10/15/23	MTWTF--		3				\$75.00		4.43			
		Week: 10/16/23	10/22/23	MTWTF--		3				\$75.00		4.43			
		Week: 10/23/23	10/29/23	MTWTF--		3				\$75.00		4.43			
N 4	U	10/02/23	10/29/23	Local News M-F 4-430PM M-F 4-430PM	CM	M-F 4-430PM	MTWTF--	:30	1	\$60.00	CO	1.62	NM	4	\$240.00

Order / Rev: 216862  
 Alt Order #:  
 Flight Dates: 10/01/23 - 10/31/23

Advertiser: POL/Scott Keller  
 Product Desc: Oct  
 Estimate:

KNDU - KNDU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	U	10/02/23	10/29/23	LOCAL NEWS @ 5 M-F	CM	5-5:30PM	MTWTF--	:30	2	\$150.00	CO	6.45	NM	8	\$1,200.00
				LOCAL NEWS @ 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	MTWTF--					1	\$60.00		1.62			
		Week: 10/09/23	10/15/23	MTWTF--					1	\$60.00		1.62			
		Week: 10/16/23	10/22/23	MTWTF--					1	\$60.00		1.62			
		Week: 10/23/23	10/29/23	MTWTF--					1	\$60.00		1.62			
N 6	U	10/02/23	10/29/23	LOCAL NEWS @ 6 M-F	CM	6-6:30PM	MTWTF--	:30	1	\$165.00	CO	6.94	NM	4	\$660.00
				LOCAL NEWS @ 6 M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	MTWTF--					2	\$150.00		6.45			
		Week: 10/09/23	10/15/23	MTWTF--					2	\$150.00		6.45			
		Week: 10/16/23	10/22/23	MTWTF--					2	\$150.00		6.45			
		Week: 10/23/23	10/29/23	MTWTF--					2	\$150.00		6.45			
N 7	U	10/02/23	10/29/23	730PM M-F	CM	7:30-8PM	MTWTF--	:30	1	\$165.00	CO	9.27	NM	4	\$660.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	MTWTF--					1	\$165.00		9.27			
		Week: 10/09/23	10/15/23	MTWTF--					1	\$165.00		9.27			
		Week: 10/16/23	10/22/23	MTWTF--					1	\$165.00		9.27			
		Week: 10/23/23	10/29/23	MTWTF--					1	\$165.00		9.27			
N 8	U	10/02/23	10/29/23	NW TODAY SAT LN	CM	NORTHWEST TO	-----S-	:30	1	\$40.00	CO	4.03	NM	4	\$160.00
				NORTHWEST TODAY SATUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	-----S-					1	\$40.00		4.03			
		Week: 10/09/23	10/15/23	-----S-					1	\$40.00		4.03			
		Week: 10/16/23	10/22/23	-----S-					1	\$40.00		4.03			
		Week: 10/23/23	10/29/23	-----S-					1	\$40.00		4.03			
N 9	U	10/01/23	10/01/23	Studio Shoot	NS	Production	-----	:00	0	\$350.00	CO	0.00	NS	1	\$350.00
				Studio Shoot											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/23	10/01/23	-----S					1	\$350.00		0.00			
													Totals	63	\$5,350.00



Pol Scott Keller

Book: Comscore October 2022

Proposal ID: 38435  
 Market: YAKIMA-PASCO-RCHLND-KNNWCK [0]  
 Station: KNDU  
 Schedule Date: 10/1/2023 - 10/31/2023  
 Spot Length(s): :30  
 Book: Comscore October 2022  
 Report: Planner  
 Author: Trude Smith

Acct. Exec: TRUDE SMITH  
 Phone #: 509-737-6701  
 Email: trude.smith@kndu.com  
 Web Site: www.nonstoplocal.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: 10/1/2023-10/31/2023**

Program Time	Spot Length	OC				CS-A25-54	CS-A18+	CS-A18+	W	Rate
		2	9	16	23	CS.RTG	CS.RTG	CS.000		
<b>KNDU</b>										
Wake Up Local 5am	:30	4	3	4	3	2.11	2.28	4.3	4	\$20.00
GRPs/Impressions						29.54	31.92	60.2		14
SHR						17.7	18.4	18.4		
CPP/CPM						\$9.48	\$8.77	\$4.65		
Mo-Fr 5:00a-6:00a		Run Dates: 12/31/1950-12/31/2036								
Wake Up Local 6am	:30	3	3	3	3	3.95	4.22	8.0	4	\$75.00
GRPs/Impressions						47.4	50.64	96		12
SHR						23.2	23.9	23.9		
CPP/CPM						\$18.99	\$17.77	\$9.38		
Mo-Fr 6:00a-7:00a		Run Dates: 9/7/1999-12/31/2036								
Today Show	:30	3	3	3	3	4.12	4.43	8.4	4	\$75.00
GRPs/Impressions						49.44	53.16	100.8		12
SHR						18.8	19.1	19.1		
CPP/CPM						\$18.20	\$16.93	\$8.93		
Mo-Fr 7:00a-9:00a		Run Dates: 9/3/1997-12/31/2036								
NonStop Local @ 4	:30	1	1	1	1	1.35	1.62	3.1	4	\$60.00
GRPs/Impressions						5.4	6.48	12.4		4
SHR						4.6	5.1	5.1		
CPP/CPM						\$44.44	\$37.04	\$19.35		
Mo-Fr 4:00p-4:30p		Run Dates: 9/26/2005-12/31/2036								
NonStop Local at 5	:30	2	2	2	2	5.10	6.45	12.3	4	\$150.00
GRPs/Impressions						40.8	51.6	98.4		8
SHR						13.6	16.1	16.1		
CPP/CPM						\$29.41	\$23.26	\$12.20		
Mo-Fr 5:00p-5:30p		Run Dates: 12/27/2010-12/31/2036								
NonStop Local at 6	:30	1	1	1	1	5.54	6.94	13.2	4	\$165.00
GRPs/Impressions						22.16	27.76	52.8		4
SHR						13.3	15.8	15.8		
CPP/CPM						\$29.78	\$23.78	\$12.50		
Mo-Fr 6:00p-6:30p		Run Dates: 10/1/2012-12/31/2036								
Jeopardy	:30	1	1	1	1	7.24	9.27	17.6	4	\$165.00
GRPs/Impressions						28.96	37.08	70.4		4
SHR						15.5	19.1	19.1		
CPP/CPM						\$22.79	\$17.80	\$9.38		
Mo-Fr 7:30p-8:00p		Run Dates: 10/1/2012-12/31/2036								
Wake Up Local Saturday	:30	1	1	1	1	3.47	4.03	7.7	4	\$40.00
GRPs/Impressions						13.88	16.12	30.8		4
SHR						16.2	17.7	17.7		
CPP/CPM						\$11.53	\$9.93	\$5.19		
Sat 7:00a-9:00a		Run Dates: 7/13/2013-12/31/2036								
<b>KNDU Totals</b>		16	15	16	15					<b>\$5,000.00</b>
						<b>GRP/(000)</b>	237.58	274.76	521.8	<b>Spts: 62</b>
						<b>CPP/CPM:</b>	\$21.05	\$18.20	\$9.58	
						<b>Reach:</b>	79.4	84.2	84.2	
						<b>Frequency:</b>	3.0	3.3	3.3	



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**Total Cost: \$5,000.00** Signature \_\_\_\_\_

**General Summary ( CS-A25-54 CS.RTG )**

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNDU	62	\$5,000.00	237.58	288.8	79.4	3.0	46.2	\$21.05	\$17.31	96,151	121,022

## 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**

<b>Station and Location:</b> <u>KNDU</u>	<b>Date:</b> <u>8/10/23</u>
---	--------------------------------

I, Scott Keller  
 being/on behalf of: myself, a legally  
 qualified candidate of the Non Partisan political  
 party for the office of: Commissioner Port of Benton  
 in the GENERAL  
 election to be held on: NOV 14

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 sec	MONDAY EVENING OTHER TO P.M. 7:00	30'		6	4

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

*Runway For OFFICE*

I represent that the payment for the above described broadcast time has been furnished by:

*Scott Keller*

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:

*Scott Keller*

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**

*8/10/23*

Date

*Scott Keller*

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title



**AGREED UPON SCHEDULE**

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 sec	Morning News Evening News	30		6	4

**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.