

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:
Buyer: Andrew Merkel
Advertiser: NO on A and YES on B
Product:
Phone:

Lengths: 30
Dayparts: ALL
Sched Dates: 10/13/14 - 11/04/14

AE: Chad Abramson
Phone: 530-893-6523
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
KHSL-TV	\$17450	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	4921	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	
KNVN-TV	\$15500	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	
NHSL-TV	\$640	CW		97341	10	10	10	2
M-F 10p-10:30p	\$20	CW 10-NWS-10	0.8	3042	10	10	10	2
Digital	\$2000			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
Total	\$35590			2448142	67	67	98	48

3 MONDAY / 3 TUE
2/2
2/2
2
2
#30758

3(3)
3(3)
2/2
2/2
2
2
2
#30757

#30756

#30755

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ENTIRE
10/1/14
SAT

AW



CW/GOCOM
3460 Silverbell Rd
Chico, CA 95973

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

Contract # 30756

Schedule Dates 10/13/14-11/03/14
Advertiser PROP:NO ON B/YES ON A (4000)
Agency Direct Account (1)
Product Political/Issue (1121)
Brand Various (1)
Salesperson Abramson, Chad (1002)
Sales Office KNNV/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 \$640.00
Sales Tax

CW (NHSL)	
By Broadcast Month	Spots
Oct. 2014	20
Nov. 2014	12
Grand Total:	32

Rate
\$400.00
\$240.00
\$640.00

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	10/13/14-10/31/14	1	:30	10P-10:30P (PST)		2	2	2	2	2			30	\$20.00	\$600.00	CW (NHSL)		10/1/14
2.0	Normal Line / NEWS	11/03/14-11/03/14	1	:30	10P-10:30P (PST)		2							2	\$20.00	\$40.00	CW (NHSL)		10/1/14

CONFIRMATION CONTRACT

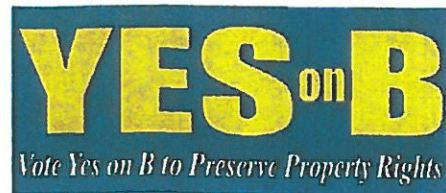
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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



NON-CANDIDATE/ISSUE ADVERTISEMENT

Station and Location: KHSL-KNNV-CW-RHSL	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

importance, _____
office(s) being sought and the date(s) of the election(s) (if applicable):

Andrew A. Merkel

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

Andrew A. Merkel

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/2/14

Date

Peter O'Brien

Signature

VP/EM

Contact Phone Number Title

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Andrew A. Merkel

Signature

Andrew Merkel

Printed Name

Rep

Title

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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 ^{KHSL KNVN} NHSL MARKET Chico - Redding		DATE/TIME 10/1/14
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:	COPY APPROVED BY:	
(AMOUNT)	(DATE)	
NAMES OF COMMITTEE PERSONNEL:		
NAME: Andrew Merkel	AGENCY: N/A	
TITLE:	ADDRESS: 330 Wall St suite 40	
	Chico CA 95928	
CAMP. PH:	PHONE: 518-1638	
	FAX:	