



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 # 14819**

**Schedule Dates** 09/23/14-09/29/14  
**Advertiser** Pol/Gov/Ricketts/Smart Media Group (2782)  
**Agency** Smart Media Group (1185)  
**Product** POL-GOVERNOR (1043)  
**Brand** RICKETTS FOR GOV (6686)  
**Salesperson** P/PHI Feinberg, Frank (1096)  
**Sales Office** PETRY/PHILY  
**Buyer Name** Carroll, Thom  
**Phone/Fax** /  
**CPE** RICK/ORDR/923929  
**Account Types** National/Political Agency  
**Billing Type** Standard  
**Comments** PETE RICKETTS  
 PETE RICKETTS FOR GOVERNOR

**Date Entered** 09/22/14  
**Last Modified** 09/22/14  
**Entered By** Shelby Hamilton  
**CO-OP** No  
**Headline #** ECR06997974  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$882.00  
**Net Total** \$4,998.00  
**Sales Tax**

**North Platte (KNOP)**

By Broadcast Month	Spots	Rate
Sep. 2014	17	\$4,480.00
Oct. 2014	5	\$1,400.00
<b>Grand Total:</b>	<b>22</b>	<b>\$5,880.00</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 / SPOT	09/23/14-09/23/14	1	1:00	11:28A- NEWS 2 AT 11:30AM			1						1	\$150.00	\$150.00	North Platte (KNOP)	1 - 6.4	9/22/14
2.0	Normal Line / SPOT	09/24/14-09/24/14	1	1:00	11:28A- NEWS 2 AT 11:30AM				1					1	\$150.00	\$150.00	North Platte (KNOP)	2 - 6.4	9/22/14
3.0	Normal Line / SPOT	09/25/14-09/25/14	1	1:00	11:28A- NEWS 2 AT 11:30AM					1				1	\$150.00	\$150.00	North Platte (KNOP)	3 - 6.4	9/22/14
4.0	Normal Line / SPOT	09/26/14-09/26/14	1	1:00	11:28A- NEWS 2 AT 11:30AM						1			1	\$150.00	\$150.00	North Platte (KNOP)	4 - 6.4	9/22/14
5.0	Normal Line / SPOT	09/29/14-09/29/14	1	1:00	11:28A- NEWS 2 AT 11:30AM		1							1	\$150.00	\$150.00	North Platte (KNOP)	5 - 6.4	9/22/14
6.0	Normal Line / SPOT	09/23/14-09/23/14	1	1:00	6A- NEWS 2 SUNRISE			1						1	\$120.00	\$120.00	North Platte (KNOP)	6 - 4.1	9/22/14
7.0	Normal Line / SPOT	09/24/14-09/24/14	1	1:00	6A- NEWS 2 SUNRISE				1					1	\$120.00	\$120.00	North Platte (KNOP)	7 - 4.1	9/22/14
8.0	Normal Line / SPOT	09/25/14-09/25/14	1	1:00	6A- NEWS 2 SUNRISE					1				1	\$120.00	\$120.00	North Platte (KNOP)	8 - 4.1	9/22/14
9.0	Normal Line / SPOT	09/29/14-09/29/14	1	1:00	6A- NEWS 2 SUNRISE		1							1	\$120.00	\$120.00	North Platte (KNOP)	9 - 4.1	9/22/14
10.0	Normal Line / SPOT	09/23/14-09/23/14	1	1:00	7A- NBC TODAY SHOW I			1						1	\$130.00	\$130.00	North Platte (KNOP)	10 - 5.6	9/22/14
11.0	Normal Line / SPOT	09/24/14-09/24/14	1	1:00	7A- NBC TODAY SHOW I				1					1	\$130.00	\$130.00	North Platte (KNOP)	11 - 5.6	9/22/14

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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 PETE RICKETTS FOR GOVERNOR

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12.0	Normal Line / SPOT	09/25/14-09/25/14	1	1:00	7A- NBC TODAY SHOW I					1				1	\$130.00	\$130.00	North Platte (KNOP)	12 - 5.6	9/22/14
13.0	Normal Line / SPOT	09/26/14-09/26/14	1	1:00	7A- NBC TODAY SHOW I						1			1	\$130.00	\$130.00	North Platte (KNOP)	13 - 5.6	9/22/14
14.0	Normal Line / SPOT	09/29/14-09/29/14	1	1:00	7A- NBC TODAY SHOW I	1								1	\$130.00	\$130.00	North Platte (KNOP)	14 - 5.6	9/22/14
15.0	Normal Line / SPOT	09/27/14-09/27/14	2	1:00	7A- NBC TODAY SHOW							1			\$60.00		North Platte (KNOP)	15 - 2.2	9/22/14
15.0.1	Closed Preempt	09/27/14															North Platte (KNOP)	Schedule Change/Exception - NO TODAY SHOW DUE TO RYDER CUP GOLF	
16.0	Normal Line / SPOT	09/28/14-09/28/14	2	1:00	7A- NBC TODAY SHOW								1		\$60.00		North Platte (KNOP)	16 - 3.1	9/22/14
16.0.1	Closed Preempt	09/28/14															North Platte (KNOP)	Schedule Change/Exception - NO TODAY SHOW, MEET THE PRESS OR CATHOLIC MASS DUE T	
17.0	Normal Line / SPOT	09/23/14-09/23/14	1	1:00	5:59P- NEWS 2 AT 6PM		1							1	\$500.00	\$500.00	North Platte (KNOP)	17 - 23.1	9/22/14
18.0	Normal Line / SPOT	09/24/14-09/24/14	1	1:00	5:59P- NEWS 2 AT 6PM				1					1	\$500.00	\$500.00	North Platte (KNOP)	18 - 23.1	9/22/14
19.0	Normal Line / SPOT	09/25/14-09/25/14	1	1:00	5:59P- NEWS 2 AT 6PM					1				1	\$500.00	\$500.00	North Platte (KNOP)	19 - 23.1	9/22/14
20.0	Normal Line / SPOT	09/26/14-09/26/14	1	1:00	5:59P- NEWS 2 AT 6PM						1			1	\$500.00	\$500.00	North Platte (KNOP)	20 - 23.1	9/22/14

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21.0	Normal Line / SPOT	09/29/14-09/29/14	1	1:00	5:59P- NEWS 2 AT 6PM		1							1	\$500.00	\$500.00	North Platte (KNOP)	21 - 23.1	9/22/14
22.0	Normal Line / SPOT	09/24/14-09/24/14	1	1:00	9:59P- NEWS 2 AT 10PM				1					1	\$500.00	\$500.00	North Platte (KNOP)	22 - 16.1	9/22/14
23.0	Normal Line / SPOT	09/25/14-09/25/14	1	1:00	9:59P- NEWS 2 AT 10PM					1				1	\$500.00	\$500.00	North Platte (KNOP)	23 - 16.1	9/22/14
24.0	Normal Line / SPOT	09/29/14-09/29/14	1	1:00	9:59P- NEWS 2 AT 10PM		1							1	\$500.00	\$500.00	North Platte (KNOP)	24 - 16.1	9/22/14

**CONFIRMATION CONTRACT**

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# Preemption Report - Detailed

Wednesday, September 24, 2:39:22 pm

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
<b>Advertiser: Pol/Gov/Ricketts/Smart Media Group (2782)</b>																				
<b>Contract Number: 14819</b>																				
14819.15.0.1	Schedule Change	Open		9/23/14 1:07pm 9/27/14	\$60.00	20071 -NBC TODAY SHOW	1:00									1	KNOP	ECR06997974	09/23/14-09/29/14	15 - 2.2
14819.16.0.1	Schedule Change	Open		9/23/14 1:08pm 9/28/14	\$60.00	20084 -NBC TODAY SHOW	1:00									1	KNOP	ECR06997974	09/23/14-09/29/14	16 - 3.1
<b>Totals for: 14819</b>					\$120.00															<b>Preempt Count: 2</b>

9/24 1130A \$120

\$5880

ORDER WORKSHEET

Rep Order# 6997974 Ver# 4 Status Returned Traffic Order# 14819 Printed: 09/25/14 10:14 AM 1 of 2  
 EC'd Yes Last Received: 09/25/14 10:13 AM  
 Showing Buylines: All Rep and Station Changes

Station KNOP-TV NORTH PLATTE, NB  
 Advertiser (PR4G).PETE RICKETTS 4 GOV  
 Product PETE RICKETTS  
 Estimate# 923929  
 Buyer Thom Carroll

Agency (SMMG) SMART MEDIA GROUP  
 1427 LESLIE AVE  
 ALEXANDRIA, VA 22301  
 Agency C/P1/P2/E RICK/ORDR/923929  
 Flight Dates 09/23/14-09/29/14

Rep Firm PETRY MEDIA CORPORATION  
 Sales Office (PH) PHILADELPHIA  
 Salesperson (FEI) FRANK FEINBERG  
 Sales Assistant THERESA  
 Salesperson Phone# 215-567-6005  
 Salesperson Fax# 215-567-5938

--- CONTRACT COMMENT ---

PETE RICKETTS FOR GOVERNOR

--- REMARKS ---

URGENT! Please see lines 15 & 16 for na's. MG: 1x 9/26 1130a -12p "News" @ \$120 :60 Log runs at 1pm. Thanks!

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
15*	Sa	7A-9A	SATURDAY TODAYSHOW	60	2.2	2.2	\$60.00	09/27-09/27	1	1	1	\$60.00
			Station remark: V4 1x 9/27 7-9a @ \$60 due to sports									
16*	Su	7A-8A	SUNDAY TODAY SHOW	60	3.1	3.1	\$60.00	09/28-09/28	1	1	1	\$60.00
			Station remark: V4 1x 9/28 7-8a @ \$60 due to sports									

---REPORT TOTALS---

Report Totals: 2 / \$120.00

---SALES MONTHLY TOTALS---

Sep2014: 19/ \$4,600.00 Oct2014: 5/ \$1,400.00  
 Order Totals: 24 / \$6,000.00 Total GRPS: 245.5

--- COMPETITIVE ---

Market Totals \$6,000.00 CATV .00% KGIN .00% KIIT .00% KNOP 100.00% KWNB .00%  
 KWPL .00%

--- COMPETITIVE COMMENTS ---

COMPETITIVE FOR BOOKING PURPOSES ONLY...CORRECT SHARES TO FOLLOW

Books [null]  
 Demos RA35+P

ORDER WORKSHEET

Rep Order# 6997974 Ver# 4  
EC'd Yes

Status Returned

Traffic Order# 14819

Last Received: 09/25/14 10:14 AM  
Showing Buylines: 09/25/14 10:13 AM  
All Rep and Station Changes

2 of 2

Station KNOP-TV NORTH PLATTE, NB  
Advertiser (PR4G) .PETE RICKETTS 4 GOV  
Product PETE RICKETTS  
Estimate# 923929  
Buyer Thom Carroll

Agency (SMMG) SMART MEDIA GROUP  
1427 LESLIE AVE  
ALEXANDRIA, VA 22301  
Agency C/P1/P2/E RICK/ORDR/923929  
Flight Dates 09/23/14-09/29/14

Rep Firm PETRY MEDIA CORPORATION  
Sales Office (PH) PHILADELPHIA  
Salesperson (FEI) FRANK FEINBERG  
Sales Assistant THERESA  
Salesperson Phone# 215-567-6005  
Salesperson Fax# 215-567-5938

--- Agency Comment ---  
ADDRESS CHANGED 8/14

-- CREDIT RISK --  
CASH IN ADVANCE