

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	403388	
	<b>Alt Order #:</b>	WOC10449813	
	<b>Product Desc:</b>	TV	
	<b>Estimate:</b>	137	
	<b>Flight Dates:</b>	08/22/16 - 09/04/16	<b>Primary AE:</b> Kris Ryan
	<b>Original Date / Rev:</b>	08/16/16 / 08/16/16	<b>Sales Office:</b> LINN
	<b>Order Type:</b>	NORMAL	<b>Sales Region:</b> National
<b>Agency</b>	<b>Name:</b>	Sandler-Innocenzi	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		705 Prince St	<b>Billing Cycle:</b> EOM/EOC
		Alexandria, VA 22314	<b>Agency Commission:</b> 15%
<b>Advertiser</b>	<b>Name:</b>	Retain A Just Nebraska	
	<b>Demographic:</b>	A35+	<b>New Business Thru:</b>
	<b>Product Codes:</b>	Issue - State - Other	<b>Order Separation:</b> 00:30:00
	<b>Priority:</b>	P-01	<b>Advertiser External ID:</b> 69018
	<b>Revenue Codes:</b>	AGY, POL, POL-ISS	<b>Agency External ID:</b> 8683

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/28/16	54	\$20,375.00	\$17,318.75
08/29/16	09/04/16	54	\$20,375.00	\$17,318.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	54	\$20,375.00	\$17,318.75	248.20
September 2016	54	\$20,375.00	\$17,318.75	248.20
<b>Totals</b>	<b>108</b>	<b>\$40,750.00</b>	<b>\$34,637.50</b>	<b>496.40</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kris Ryan			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
E 1	KOLN	08/22/16	09/02/16	First News NE @ 5a First News NE @ 5a (Program: FIRST NEWS NEBRASKA - 5:00AM)	CM	5:00 AM-6:00 AM	MTWTF--	:30	4	\$100.00	P-01	1.20	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					4	\$100.00		1.20			
		Week: 08/29/16	09/04/16	MTWTF--					4	\$100.00		1.20			
E 2	KOLN	08/22/16	09/02/16	First News NE @ 6a First News NE @ 6a (Program: FIRST NEWS NEBRASKA - 6:00AM)	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$400.00	P-01	2.70	NM	6	\$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: 08/22/16	08/28/16	MTWTF--					3	\$400.00		2.70			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$400.00		2.70			
E 3	KOLN	08/22/16	09/02/16	CBS This Morning CBS This Morning (Program: CBS THIS MORNING)	CM	7:00 AM-9:00 AM	MTWTF--	:30	3	\$300.00	P-01	2.90	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$300.00		2.90			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$300.00		2.90			
E 4	KOLN	08/22/16	09/02/16	M-F 958a-12p M-F 958a-12p (Program: THE PRICE IS RIGHT)	CM	958a-12p	MTWTF--	:30	4	\$175.00	P-01	3.40	NM	8	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					4	\$175.00		3.40			
		Week: 08/29/16	09/04/16	MTWTF--					4	\$175.00		3.40			

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 Flight Dates: 08/22/16 - 09/04/16

Advertiser: Retain A Just Nebraska  
 Product Desc: TV  
 Estimate: 137

KOLN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KOLN	08/22/16	09/02/16	M-F 958a-12p M-F 958a-12p (Program: THE YOUNG & THE RESTLESS)	CM	958a-12p	MTWTF--	:30	4	\$175.00	P-01	2.60	NM	8	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					4	\$175.00		2.60			
		Week: 08/29/16	09/04/16	MTWTF--					4	\$175.00		2.60			
E 6	KOLN	08/22/16	09/02/16	10/11 News @ Noon 10/11 News @ Noon (Program: 10/11 NEWS AT NOON)	CM	12:00 PM-12:30 PM	MTWTF--	:30	4	\$300.00	P-01	4.90	NM	8	\$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: 08/22/16	08/28/16	MTWTF--					4	\$300.00		4.90			
		Week: 08/29/16	09/04/16	MTWTF--					4	\$300.00		4.90			
E 7	KOLN	08/22/16	09/02/16	Bold and Beautiful Bold and Beautiful (Program: THE BOLD & THE BEAUTIFUL)	CM	12:30 PM-1:00 PM	MTWTF--	:30	4	\$150.00	P-01	3.10	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					4	\$150.00		3.10			
		Week: 08/29/16	09/04/16	MTWTF--					4	\$150.00		3.10			
E 8	KOLN	08/22/16	09/02/16	Let's Make A Deal Let's Make A Deal (Program: LET'S MAKE A DEAL)	CM	2:00 PM-3:00 PM	MTWTF--	:30	3	\$150.00	P-01	1.80	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$150.00		1.80			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$150.00		1.80			
E 9	KOLN	08/22/16	09/02/16	10/11 News First @ 4p 10/11 News First @ 4p (Program: 10/11 FIRST AT FOUR)	CM	4p-430p	MTWTF--	:30	3	\$225.00	P-01	1.90	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$225.00		1.90			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$225.00		1.90			
E 10	KOLN	08/22/16	09/02/16	Jeopardy Jeopardy (Program: JEOPARDY)	CM	4:30 PM-5:00 PM	MTWTF--	:30	3	\$300.00	P-01	4.30	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$300.00		4.30			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$300.00		4.30			
E 11	KOLN	08/22/16	09/02/16	10/11 News Today @ 5p 10/11 News Today @ 5p (Program: 10/11 TODAY AT FIVE)	CM	458p-530p	MTWTF--	:30	3	\$400.00	P-01	5.80	NM	6	\$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: 08/22/16	08/28/16	MTWTF--					3	\$400.00		5.80			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$400.00		5.80			
E 12	KOLN	08/22/16	09/02/16	CBS Evening News CBS Evening News (Program: CBS EVENING NEWS)	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$750.00	P-01	7.10	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$750.00		7.10			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$750.00		7.10			
E 13	KOLN	08/22/16	09/02/16	10/11 News @ 6p 10/11 News @ 6p (Program: 10/11 NEWS AT SIX)	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$750.00	P-01	9.10	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$750.00		9.10			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$750.00		9.10			
E 14	KOLN	08/22/16	09/02/16	M-F Wheel of Fortune M-F Wheel of Fortune (Program: WHEEL OF FORTUNE)	CM	6:30 PM-7:00 PM	MTWTF--	:30	3	\$900.00	P-01	10.30	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$900.00		10.30			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$900.00		10.30			
E 15	KOLN	08/22/16	09/02/16	10/11 News @ 10p M-F 10/11 News @ 10p M-F	CM	10p-1035p	MTWTF--	:30	3	\$1,000.00	P-01	10.50	NM	6	\$6,000.00

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Advertiser: Retain A Just Nebraska  
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 Estimate: 137

KOLN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: 10/11 NEWS AT TEN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MTWTF--					3	\$1,000.00		10.50			
		Week: 08/29/16	09/04/16	MTWTF--					3	\$1,000.00		10.50			
E 16	KOLN	08/22/16	09/03/16	CBS This Morning Saturday	CM	8:00 AM-10:00 AM	-----1-	:30	1	\$150.00	P-01	2.30	NM	2	\$300.00
(Program: CBS THIS MORNING: SATURDAY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-----1-					1	\$150.00		2.30			
		Week: 08/29/16	09/04/16	-----1-					1	\$150.00		2.30			
E 17	KOLN	08/22/16	09/03/16	10/11 Saturday News @ 6p	CM	6p-630p	-----1-	:30	1	\$300.00	P-01	4.30	NM	2	\$600.00
(Program: 10/11 NEWS AT SIX SATURDAY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-----1-					1	\$300.00		4.30			
		Week: 08/29/16	09/04/16	-----1-					1	\$300.00		4.30			
E 18	KOLN	08/22/16	09/03/16	Sa Wheel of Fortune	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$300.00	P-01	4.30	NM	2	\$600.00
(Program: WEEKEND WHEEL OF FORTUNE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-----1-					1	\$300.00		4.30			
		Week: 08/29/16	09/04/16	-----1-					1	\$300.00		4.30			
E 19	KOLN	08/22/16	09/04/16	CBS Sunday Morning	CM	8:00 AM-9:30 AM	-----1	:30	1	\$500.00	P-01	7.30	NM	2	\$1,000.00
(Program: CBS NEWS SUNDAY MORNING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-----1					1	\$500.00		7.30			
		Week: 08/29/16	09/04/16	-----1					1	\$500.00		7.30			
													Totals	108	\$40,750.00

# 403388



C/P/E:	54 / 104 / 137
Product Desc.:	TV
Estimate Desc.:	Retain a Just Nebraska 2016 TV
Total Cost:	\$40,750.00 (Cash)
Received Date:	8/15/16 6:17 PM

**Separation: 30**

					Totals		Adults 35+		
Ad	Oct	Oct	Oct	Nov	Total Spots	Total Cost	RTG	GRP	CPP
0	17	24	31	7					
	0	0	0	0	8	800.00	1.20	9.60	83.33
	0	0	0	0					
	0	0	0	0	6	2,400.00	2.70	16.20	148.15
	0	0	0	0					
	0	0	0	0	6	1,800.00	2.90	17.40	103.45
	0	0	0	0	8	1,400.00	3.40	27.20	51.47
	0	0	0	0					
	0	0	0	0	8	2,400.00	4.90	39.20	61.22
	0	0	0	0	8	1,200.00	3.10	24.80	48.39
	0	0	0	0	6	900.00	1.80	10.80	83.33
	0	0	0	0	6	1,350.00	1.90	11.40	118.42
	0	0	0	0	6	1,800.00	4.30	25.80	69.77

List Items						Spots														Totals		Adults 35+	
Line	Program	ST	Len	Time	Days	Rate	Aug 22	Aug 29	Sep 5	Sep 12	Sep 19	Sep 26	Oct 3	Oct 10	Oct 17	Oct 24	Oct 31	Nov 7	Total Spots	Total Cost	RTG	GRP	CPP
11	10/11 TODAY AT FIVE	NM	:30	5:00 PM-6:30 PM	MTWTF--	400.00	3	3	0	0	0	0	0	0	0	0	0	0	6	2,400.00	5.80	34.80	68.97
(Program: 10/11 TODAY AT FIVE)																							
12	CBS EVENING NEWS	NM	:30	5:30 PM-6:00 PM	MTWTF--	750.00	3	3	0	0	0	0	0	0	0	0	0	0	6	4,500.00	7.10	42.60	105.63
(Program: CBS EVENING NEWS)																							
13	10/11 NEWS AT SIX	NM	:30	6:00 PM-6:30 PM	MTWTF--	750.00	3	3	0	0	0	0	0	0	0	0	0	0	6	4,500.00	9.10	54.60	82.42
(Program: 10/11 NEWS AT SIX)																							
14	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	MTWTF--	900.00	3	3	0	0	0	0	0	0	0	0	0	0	6	5,400.00	10.30	61.80	87.38
(Program: WHEEL OF FORTUNE)																							
15	10/11 NEWS AT TEN	NM	:30	10:00 PM-10:35 PM	MTWTF--	1,000.00	3	3	0	0	0	0	0	0	0	0	0	0	6	6,000.00	10.50	63.00	95.24
(Program: 10/11 NEWS AT TEN)																							
16	CBS THIS MORNING: SATURDAY	NM	:30	8:00 AM-10:00 AM	--S-	150.00	1	1	0	0	0	0	0	0	0	0	0	0	2	300.00	2.30	4.60	65.22
(Program: CBS THIS MORNING: SATURDAY)																							
17	10/11 NEWS AT SIX SATURDAY	NM	:30	6:00 PM-6:30 PM	--S-	300.00	1	1	0	0	0	0	0	0	0	0	0	0	2	600.00	4.30	8.60	69.77
(Program: 10/11 NEWS AT SIX SATURDAY)																							
18	WEEKEND WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	--S-	300.00	1	1	0	0	0	0	0	0	0	0	0	0	2	600.00	4.30	8.60	69.77
(Program: WEEKEND WHEEL OF FORTUNE)																							
19	CBS NEWS SUNDAY MORNING	NM	:30	8:00 AM-9:30 AM	--S	500.00	1	1	0	0	0	0	0	0	0	0	0	0	2	1,000.00	7.30	14.60	68.49
(Program: CBS NEWS SUNDAY MORNING)																							
Spot Totals:							54	54	0	0	0	0	0	0	0	0	0	0	108	\$40,750.00		496.40	
Adults 35+ GRP:							248.20	248.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00					

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
August	54	\$20,375.00	248.20	October	0	\$0.00	0.00
September	54	\$20,375.00	248.20	November	0	\$0.00	0.00

## Amy Osterhoudt

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**From:** Linda Brown <linda@sandler-innocenzi.com>  
**Sent:** Monday, August 15, 2016 8:18 PM  
**To:** LeBlanc, Frank (CMG-REP); Coppock, Erin; colleen.laughlin@wowt.com; jandrus@coxreps.com; Penafiel, Dorie (CMG-REP); Bradley, Alexandra; Amy Osterhoudt  
**Subject:** Retain Nebraska Lincoln/Omaha - Info request re: orders via Eport  
**Importance:** High

Hi everyone – you should be receiving an order for the Issue “Retain a Just Nebraska” via Eport. Several things:

1. I will send NABs by Friday with proof of payment and I need to know if
  - a. Your station takes American Express – send info for AmEx or
  - b. What address do we need to send a check to – send info
2. I will send traffic instructions will come by Friday, too
3. Retain a Just Nebraska is an Issue Regarding: “Educating voters on the importance of ending the death penalty in Nebraska.” (Darold, Bauer, Executive Director)

I think this is it for now. Again – please send info re: payment so I can gather the info for our accounting person.

Thanks!

Linda

[linda@sandler-innocenzi.com](mailto:linda@sandler-innocenzi.com)