

City of Scottsbluff, Nebraska

Monday, May 7, 2018

Regular Meeting

Item Reports1

Council to consider a contract with NBC Nebraska TV for PSA announcements and authorize Mayor to execute the contract.

Staff Contact: Nathan Johnson, City Manager



Leann,

Here is a proposal for an annual campaign starting May 1st, 2018 to April 30th, 2019.
Total Cost is \$1,390 per month

Signature _____ City Official/Title

Signature _____ Dept. Rep/Title

Thank you for your business!

Name: Dan Brott

[email: dan.brott@nbcneb.com](mailto:dan.brott@nbcneb.com)



Proposal ID: 183615
 Schedule Date: 5/1/2018 - 5/31/2018
 Advertiser: City of Scottsbluff
 Product: Utilities - Power/Water
 Spot Length(s): :30

Acct. Exec: Dan Brott
 Email: dan.brott@nbcneb.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 5/1/2018-5/31/2018

Program Time	Spot Length	MY 1	MY 7	MY 14	MY 21	MY 28	DMA HH RTG	W k s	Rate Spots
NGWN+									
NBC NEBRASKA TODAY Mo-Fr 6:00a-7:00a	:30	1	1	1	1	1	1.6	5	\$30.00 5
NBC NEB NEWS AT NOON Mo-Fr 12:00p-12:30p	:30	1	1	1	1	1	0.8	5	\$20.00 5
NBC NEBRASKA NEWS AT 6P Mo-Fr 6:00p-6:30p	:30	1	1	1	1	--	5.5	4	\$80.00 4
Prime Rotators Mo-Fr 7:00p-10:00p	:30	1	1	1	1	--	7.4	4	\$75.00 4
NBC NEB NEWS AT 10P Mo-Fr 10:00p-10:35p	:30	1	1	1	--	--	3.2	3	\$90.00 3
Rotators Mo-Su 6:00a-12:00a	:30	5	5	5	5	5	2.4	5	\$10.00 25

Total Cost: \$1,390.00 Signature_____

General Summary (DMA HH D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
NGWN+	46	\$1,390.00	133.2	71.6	\$10.44	\$19.41	57.8	2.3	29.5	31,045	53,720