City of Scottsbluff, Nebraska

Monday, April 15, 2019 Regular Meeting

Item Reports3

Council to consider Internet and TV PSA contracts with KNEB and authorize the Mayor to execute the contracts.

Staff Contact: Leann Sato, Stormwater Specialist

Date: 3/26/19

Sales Order

KNEB-AM, KNEB-FM, KNEB-HD2 Stations: Buyer: Contract Name: Display Ad 19 20 City of SB Tax Schedule: (None) (none) Contract#: Agency Commission %: 0 Billing Cycle: Calendar Start Date: 5/28/19 End Date: 5/27/20 Revenue Type: Local Direct Type: Cash Salesperson: 1116kfea Comm %: 0 Advertiser: CITY OF SCOTTSBLUFF Makegood Policy: Within Contract Dates 2525 CIRCLE DRIVE Address: City: SCOTTSBLUFF State: NEZip: 69361 Phone: (402) 829-8017 Product Name: Competitive Code: No Conflicts

KNEB-AM

No	DATES		Alt	TIN	MES LEN			DISTRIBUTION									TO	OTALS	PTY
INO	START	END	wks	START	END	LEIN	М	Т	W	Т	F	SA	SU	Per Wk	D/W	RATE	SPOTS	\$\$	FII
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	Х	Χ	Χ	Χ	Χ	Χ	Χ	3	W	0.00	159	0.00	7
																Promercia	al		

N	DATES		INVENTORY	ORDER	QTY	PRICING	RATE	TOTAL	
	START	END	TYPE	BY		STRUCTURE	10112	101712	
1	5/28/19	5/27/20	DISPLAY AD	Non Spot Item	365	Per Item	\$7.50	\$2,737.50	

New / Revised

Revenue Type: Internet

Line Remark: WEBSITE DISPLAY AD Daypart: M-S 12:00 AM-12:00 AM

TOTAL SPOT \$0.00 (159 SPOTS), ALTERNATIVE REVENUE \$2,737.50, GROSS \$2,737.50, NET \$2,737.50

KNEB-FM

No	DATES		Alt	TIN	MES	LEN		DISTRIBUTION									TOTALS		PTY
NO	START	END	wks	START	END	LEN	М	Т	W	Т	F	SA	SU	Per Wk	D/W	RATE	SPOTS	\$\$	FII
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	Х	Х	Х	Х	Х	Х	Х	3	W	0.00	159	0.00	7
Promercial																			

TOTAL GROSS \$0.00, NET \$0.00

KNEB-HD2

No	DATES		Alt	TIN	MES LEN		DISTRIBUTION									RATE	TOTALS		PTY
NO	START	END	wks	START	END	LEIN	М	Т	W	Т	F	SA	SU	Per Wk	D/W	KATE	SPOTS	\$\$	FII
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	Х	Х	Х	Χ	Х	Х	Х	3	W	0.00	159	0.00	7
	Promercial																		

TOTAL GROSS \$0.00, NET \$0.00

Date: 3/26/19

Billing Project	ctions: By N	lonth									
		May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct	19			
	CA	30.00	225.00	232.50	232.50	225.00	232.	50			
	ST	0.00	255.00	210.00	210.00	262.50	210.	00			
		Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr	20			
	CA	225.00	232.50	232.50	217.50	232.50	217.	50			
	ST	210.00	262.50	210.00	210.00	262.50	203.	50			
		May 20									
	CA	202.50									
,	ST	231.50									
V Print S	Spot Prices	5				TOTAL SP	OTS	£	477		
	. 500 . 50 . 20	S	.55.72			SPOT TOT	- 4 1		0.00		
*** (1 * 5.5%) * 10.00 * 1	1889 - B. 1808 - 110	(Sec	. 19.14		ALTERNA [*]	TIVE REV	ENUE TOTAL \$	2,737.50			
- C28 12/11/08 EHREF 11			1897081891181110	restanten setri	GROSS TO	OTAL \$	1 - 240 - 12400 (1240 - 1400 - 14000 (1240 Hz) - EK	2,737.50			
A.S. (6000.0)	851 851 . 553		.03000.00000	.wwww.w	ADJUSTE						
				· constant and a	1000		ADJUSTED TOTAL \$				
12 * * * * * * * * * * * * * * * * * * *											
N. W. DOTTS, N. S.	v. 202 HT W				11	APPROVE	DECLIN	ΙE			
	8	31000181101100		0.600	EL LIE	\bigcirc	\bigcirc	Traffic Director			
	E-EREN-ERSER	***************************************	5-5-3				\bigcirc	Sales Manager			
							\bigcirc	Business Director			
							\bigcirc	Station Manager			
Signat	ure, City	y Official/T	itle								

Date: 3/28/19

Sales Order

Station:	KNEB-HE)2		×		Buyer									
Contract Nar	ne: KNEB 7	ΓV City o	f SB								(None)				
			End Date:												
			SBLUFF												
					Make	jood Folicy.	VVILI	iii Contract	Dates	.122					
Address:		NAME OF TAXABLE													
			State: NEZi);	1 00.6										
Phone:															
Product Nam	ne:)		1.465											
Competitive	Code: No C	onflicts		355553-3											
No D	ATES		INVENTORY		OF	RDER	QTY	,	PRICING	RATE	TOTAL				
START	END		TYPE			BY	QII	S	STRUCTURE	NAIL	TOTAL				
1 4/15/19		TV-PACKA	(GE		Package	•		12	Per Item	\$100.00	\$1,200.00				
New / Revised Revenue Type															
	KNEB.TV Anr	nual Packac	ie												
Daypart: M-S		-	,-												
Billing Project	ions: By Montl	h													
		Apr 19	May 19	Jun 19	Jul	19	Aug 19	S	ep 19						
	CA	100.00	100.00	100.00	100		100.00		00.00						
	ST	87.50	96.35	116.15		.31	90.31		16.04						
	CA	Oct 19	Nov 19	Dec 19	Jan		Feb 20		lar 20						
	ST	100.00 90.42	100.00 92.88	100.00 113.58	100	.00	100.00 95.45		00.00 14.24						
	01	Apr 20	32.00	113.30	30	.51	33,43		14.24						
	CA	0.00													
	ST	6.46													
Print Sp	oot Prices					-	TOTAL SPO	OTS	9 SHIII 37275 H		0				
		v. s v. zerosom	vaverwraeva wea	F100 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		;	SPOT TOTA	AL\$		24 - 2 - 1 - 1 - 1 - 1 - 1	0.00				
						,	ALTERNAT	IVE RE	EVENUE TOT		1,200.00				
	. K 212	22	2. 17. 500 100-200 101		- 10.1 SOLE		GROSS TO	TAL \$	92 BJ 152		1,200.00				
							ADJUSTED	SPOT	·c		0				
							ADJUSTED			AND STREET	1,200.00				
v composite the					W. Call					3, 6,5,6,6,6,7,7,1,7,1					
al adiabadiaba abia	**************		auw auaulau au au	w.w			APPROVE	DECL	INE						
6 - 63 A - 6 - 6 - 6 - 6 - 6 - 6 - 6 - 6 - 6 -	er es (c.)		-14.616.616.11.16.61	A - 955 A 150 A 1 - 1 - 1 (S2)	(G))	(Traffic [Director					
(5- EX.EF- SEXED (50)		8585		***************************************		,				lanager					
		***************************************				,				s Director					
Signatu <u>re</u> _									DUSINES	os Director					

City Official, Title