

# **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**

# Sales Order

Stations: KNEB-AM, KNEB-FM, KNEB-HD2 Buyer: \_\_\_\_\_

Contract Name: Display Ad 19 20 City of SB Tax Schedule: \_\_\_\_\_ (None)

Contract#: \_\_\_\_\_ (none) Agency Commission %: 0

Start Date: 5/28/19 End Date: 5/27/20 Billing Cycle: Calendar

Revenue Type: Local Direct Type: Cash Salesperson: 1116kfea Comm %: 0

Advertiser: CITY OF SCOTTSBLUFF Makegood Policy: Within Contract Dates

Address: 2525 CIRCLE DRIVE

City: SCOTTSBLUFF State: NE Zip: 69361

Phone: (402) 829-8017

Product Name: \_\_\_\_\_

Competitive Code: No Conflicts

## KNEB-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	X	X	X	X	X	X	X	3	W	0.00	159	0.00	7
Promercial																			

No	DATES		INVENTORY TYPE	ORDER BY	QTY	PRICING STRUCTURE	RATE	TOTAL
	START	END						
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 wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	X	X	X	X	X	X	X	3	W	0.00	159	0.00	7
Promercial																			

TOTAL GROSS \$0.00, NET \$0.00

## KNEB-HD2

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$
1	5/28/19	5/27/20		12:00 AM	11:59:59 PM	30	X	X	X	X	X	X	X	3	W	0.00	159	0.00	7
Promercial																			

TOTAL GROSS \$0.00, NET \$0.00

Billing Projections: By Month

	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					

☒ Print Spot Prices

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TOTAL SPOTS	477
SPOT TOTAL \$	0.00
ALTERNATIVE REVENUE TOTAL \$	2,737.50
GROSS TOTAL \$	2,737.50
ADJUSTED SPOTS	477
ADJUSTED TOTAL \$	2,737.50

APPROVE	DECLINE	
<input type="radio"/>	<input type="radio"/>	Traffic Director
<input type="radio"/>	<input type="radio"/>	Sales Manager
<input type="radio"/>	<input type="radio"/>	Business Director
<input type="radio"/>	<input type="radio"/>	Station Manager

Signature, City Official/Title \_\_\_\_\_

# Sales Order

Station: **KNEB-HD2** Buyer: \_\_\_\_\_  
 Contract Name: **KNEB TV City of SB** Tax Schedule: \_\_\_\_\_ (None)  
 Contract#: \_\_\_\_\_ (none) Agency Commission %: **0**  
 Start Date: **4/15/19** End Date: **4/14/20** Billing Cycle: **Calendar**  
 Revenue Type: **Local Direct** Type: **Cash** Salesperson: **1116kfea** Comm %: **0**  
 Advertiser: **CITY OF SCOTTSBLUFF** Makegood Policy: **Within Contract Dates**  
 Address: **2525 CIRCLE DRIVE**  
 City: **SCOTTSBLUFF** State: **NE** Zip: **69361**  
 Phone: **(402) 829-8017**  
 Product Name: \_\_\_\_\_  
 Competitive Code: **No Conflicts**

No	DATES		INVENTORY TYPE	ORDER BY	QTY	PRICING STRUCTURE	RATE	TOTAL
	START	END						
1	4/15/19	4/14/20	TV-PACKAGE	Package	12	Per Item	\$100.00	\$1,200.00
New / Revised								
Revenue Type: KNEB.TV								
Line Remark: KNEB.TV Annual Package								
Daypart: M-S 12:00 AM-12:00 AM								

## Billing Projections: By Month

	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19
CA	100.00	100.00	100.00	100.00	100.00	100.00
ST	87.50	96.35	116.15	90.31	90.31	116.04
	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20
CA	100.00	100.00	100.00	100.00	100.00	100.00
ST	90.42	92.88	113.58	90.31	95.45	114.24
	Apr 20					
CA	0.00					
ST	6.46					

☒ Print Spot Prices

TOTAL SPOTS ..... 0  
 SPOT TOTAL \$ ..... 0.00  
 ALTERNATIVE REVENUE TOTAL \$ ..... 1,200.00  
 GROSS TOTAL \$ ..... 1,200.00  
 ADJUSTED SPOTS ..... 0  
 ADJUSTED TOTAL \$ ..... 1,200.00

APPROVE    DECLINE

☐ ☐ Traffic Director  
☐ ☐ Sales Manager  
☐ ☐ Business Director

Signature \_\_\_\_\_

City Official, Title

Scottsbluff

Regular Meeting - 4/15/2019

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