



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11636

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5862

KSL -TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KSL 5a News	EM	M-F	30	\$30.00	1	1	1		1			4
5:00 AM 6:00 AM				\$120.00								
Highly pre-emptible at LUR per KSL. Move to L2												
KSL 6a News	EM	M-F	30	\$325.00	1	1	1	1	1			5
6:00 AM 7:00 AM				\$1,625.00								
Highly pre-emptible at LUR per KSL. Move to L1												
Today Show	EM	M-F	30	\$600.00	1	1	1	1	1			5
7:00 AM 8:00 AM				\$3,000.00								
Sold Out at LUR per KSL. Lowest Rate to Clear												
Today Show	EM	M-F	30	\$350.00	1	1	1	1	1			5
8:00 AM 9:00 AM				\$1,750.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday Today	EM	Su	30	\$70.00							1	1
7:00 AM 8:00 AM				\$70.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Today II	DT	M-F	30	\$140.00					1			1
9:00 AM 10:00 AM				\$140.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Rachael Ray	DT	M-F	30	\$130.00			1					1
10:00 AM 11:00 AM				\$130.00								
Highly pre-emptible at LUR per KSL. Move to L2												
KSL Noon News	DT	M-F	30	\$130.00		1		1				2
12:00 PM 1:00 PM				\$260.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Katie Couric	EF	M-F	30	\$225.00	1	1	1	1	1			5
4:00 PM 5:00 PM				\$1,125.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6:30p News	EN		30	\$575.00	1	1	1	1				4
6:30 PM 7:00 PM				\$2,300.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 5p News	EN	M-F	30	\$575.00	1	1	1	1	1			5
5:00 PM 5:30 PM				\$2,875.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6p News	EN	M-F	30	\$650.00	1	1	1	2	1			6
6:00 PM 6:30 PM				\$3,900.00								
Highly pre-emptible at LUR per KSL. Move to L1												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 11:56:45 AM

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Page 1 of 2

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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
Saturday 6p News	EN	Sa 30	\$150.00						1		1
6:00 PM 6:30 PM			\$150.00								
Highly pre-emptible at LUR per KSL. Move to L2											
Grimm	PT	F 30	\$1,200.00					1			1
8:00 PM 9:00 PM			\$1,200.00								
Sold Out at LUR per KSL. Lowest Rate to Clear											
KSL 10p News	LN	M-F 30	\$1,750.00	1	1	2	1	2			7
10:00 PM 10:35 PM			\$12,250.00								
Highly pre-emptible at LUR per KSL. Move to L2											
Saturday 10p News	LN	Sa 30	\$850.00						1		1
10:00 PM 10:35 PM			\$850.00								
Highly pre-emptible at LUR per KSL. Move to L2											
Sunday 10p News	LN	Su 30	\$2,750.00							1	1
10:00 PM 10:35 PM			\$2,750.00								
Sold Out at LUR per KSL. Lowest Rate to Clear											
Tonight Show	LF	M-F 30	\$350.00	1							1
10:35 PM 11:37 PM			\$350.00								
Highly pre-emptible at LUR per KSL. Move to L2											
Station Gross Totals			\$34,845.00	10	10	11	10	11	2	2	56

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Page 2 of 2