



Station Buy Detail - Salt Lake City, TV

Est ID: 11756

Client: Matheson for Congress 2012

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

KSL-TV

				Tue	Wed	Thu	Fri	Sat	Sun	
				Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Days Length	Rate	04	05	06	07	08	09	Total
KSL 5a News 5:00 AM - 6:00 AM	EM	M-F 30	\$15.00 \$60.00	1	1	1	1	*		4
KSL 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$100.00 \$400.00	1	1	1	1	*		4
Today Show 7:00 AM - 8:00 AM	EM	M-F 30	\$600.00 \$2,400.00	1	1	1	1	*		4
Sold out at LUR per KSL. Move to L1 to clear.										
Today Show 8:00 AM - 9:00 AM	EM	M-F 30	\$110.00 \$440.00	1	1	1	1	*		4
Today II 9:00 AM - 10:00 AM	DT	M-F 30	\$100.00 \$100.00		1			*		1
Rachael Ray 10:00 AM - 11:00 AM	DT	M-F 30	\$60.00 \$60.00			1		*		1
KSL Noon News 12:00 PM - 1:00 PM	DT	M-F 30	\$225.00 \$450.00		1		1	*		2
Sold out at LUR per KSL. Move to L1 to clear.										
Dr. Phil 4:00 PM - 5:00 PM	EF	M-F 30	\$90.00 \$360.00	1	1	1	1	*		4
KSL 5p News 5:00 PM - 5:30 PM	EN	M-F 30	\$210.00 \$840.00	1	1	1	1	*		4
Saturday 6p News 6:00 PM - 6:30 PM	EN	Sa 30	\$100.00 \$100.00					1	*	1
KSL 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$170.00 \$510.00	1		1	1		*	3
KSL 6:30p News 6:30 PM - 7:00 PM	EN		\$140.00 \$280.00	1		1			*	2
Sunday 10p News 10:00 PM - 10:35 PM	LN	Su 30	\$650.00 \$650.00						1	1

KSL-TV

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55 N 300 W KSL Broadcast House Salt Lake City UT

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Program Name	DP	Days Length	Rate	Tue Sep 04	Wed Sep 05	Thu Sep 06	Fri Sep 07	Sat Sep 08	Sun Sep 09	Total
Saturday 10p News 10:00 PM - 10:35 PM	LN	Sa 30	\$550.00 \$550.00					1	1	1
KSL 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$900.00 \$3,600.00	1	1	1	1		4	4
Tonight Show 10:35 PM - 11:37 PM	LF	M-F 30	\$100.00 \$200.00	1			1		2	2
Station Totals			\$11,000.00	10	9	10	10	2	1	42
Station Net			\$9,350.00							

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