

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:**I, Justin Miller,being/on behalf of: Ben McAdams, a legallyqualified candidate of the Democratic politicalparty for the office of: Salt Lake County Mayorin the 2012election to be held on: Nov. 6<sup>th</sup>, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**SEE ATTACHED SCHEDULE

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

\_\_\_\_\_ and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Justin Miller

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5-30-12

Date

[Signature]

Signature

***To Be Signed By Station Representative***



Accepted



Accepted in Part



Rejected

[Signature]

Signature

KRISTEN HENDERSON

Printed Name

POLITICAL SPECIALIST

Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

**Schedule Dates** 09/24/12-10/28/12  
**Advertiser** Ben McAdams for Salt Lake County Mayor (72698)  
**Agency** Love Communications (1242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** BEN MCADAMS TV (456306)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** CONWAY/PEGGY  
**Phone/Fax** /  
**CPE** MAYOR/318  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/18/12  
**Last Modified** 09/21/12  
**Entered By** Kristen Henderson  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,959.75  
**Net Total** \$28,105.25  
**Sales Tax**

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Sep. 2012	21	\$10,593.00
Oct. 2012	64	\$32,472.00
<b>Grand Total:</b>	<b>85</b>	<b>\$33,065.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News	09/24/12-11/02/12	5	:15	5:28-30A- News-2 News This Morning 530a	2	X	X	X	X	X	X					Salt Lake City (KUTV)		6/18/12
1.1	Revised Line / News	09/17/12-10/05/12	5	:15	5:28-30A- News-2 News This Morning 530a	2	X	X	X	X	X	X					Salt Lake City (KUTV)		7/9/12
1.2	Revised Line / News	09/17/12-09/28/12	3	:15	5:28-30A- News-2 News This Morning 530a	3	X	X	X	X	X	X					Salt Lake City (KUTV)		9/4/12
1.3	Normal Line / News	09/24/12-09/28/12	3	:15	5:28-30A- News-2 News This Morning 530a	3	X	X	X	X	X	X		1	\$75.00	\$75.00	Salt Lake City (KUTV)		9/6/12
1.3.1	Closed Preempt	09/24/12															Salt Lake City (KUTV)	Sold Out/Exception - Bump Rate	
1.3.2	Closed Preempt	09/24/12															Salt Lake City (KUTV)	Sold Out/Exception - Bump Rate	
2.0	Revised Line / News	09/24/12-11/02/12	3	:30	6A- 8A (MST)	2	X	X	X	X	X	X					Salt Lake City (KUTV)		6/18/12
2.1	Revised Line / News	09/17/12-10/05/12	3	:30	6A- 8A (MST)	2	X	X	X	X	X	X					Salt Lake City (KUTV)		7/9/12
2.2	Normal Line / News	09/24/12-10/05/12	3	:30	6A- 8A (MST)	2	X	X	X	X	X	X		2	\$275.00	\$550.00	Salt Lake City (KUTV)		9/6/12
2.2.1	Closed Preempt	09/24/12															Salt Lake City (KUTV)	Sold Out/Exception - Bump Rate	

## CONFIRMATION CONTRACT

Comments:

Date:

Accepted-Station

Date:

Accepted-Agency/Advertiser:

9/24/12



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

### Advertiser

Ben McAdams for Salt Lake County Mayor (72698)

### Agency

Love Communications (1242)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

BEN MCADAMS TV (456306)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY/PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

Date Entered 06/18/12  
Last Modified 09/21/12  
Entered By Kristen Henderson  
CO-OP No  
Headline #  
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Package Deal  
Commission % 15.00  
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Net Total \$28,105.25  
Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Sep. 2012	21	\$10,593.00
Oct. 2012	64	\$22,472.00
<b>Grand Total:</b>	<b>85</b>	<b>\$33,065.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.2.2	Closed Preempt	09/24/12															Salt Lake City (KUTV)	Sold Out/Exception - Bump Rate	
3.0	Revised Line / News	09/24/12-11/02/12	3	:15	6A- 8A (MST)	2	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
3.1	Revised Line / News	09/17/12-10/05/12	3	:15	6A- 8A (MST)	2	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
3.2	Normal Line / News	09/24/12-10/05/12	3	:15	6A- 8A (MST)	2	X	X	X	X	X			4	\$138.00	\$552.00	Salt Lake City (KUTV)		9/6/12
4.0	Revised Line / SPOT	09/24/12-11/02/12	3	:30	8A- CBS-This Morning (New Title)	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
4.1	Revised Line / SPOT	09/17/12-10/05/12	3	:30	8A- CBS-This Morning (New Title)	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
4.2	Normal Line / SPOT	09/24/12-10/05/12	3	:30	8A- CBS-This Morning (New Title)	1	X	X	X	X	X			2	\$135.00	\$270.00	Salt Lake City (KUTV)		9/6/12
5.0	Revised Line / SPOT	09/24/12-11/02/12	3	:15	8A- CBS-This Morning (New Title)	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
5.1	Revised Line / SPOT	09/17/12-10/05/12	3	:15	8A- CBS-This Morning (New Title)	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
5.2	Normal Line / SPOT	09/24/12-10/05/12	3	:15	8A- CBS-This Morning (New Title)	1	X	X	X	X	X			2	\$68.00	\$136.00	Salt Lake City (KUTV)		9/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

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### Brand

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### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY/PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

06/18/12

### Date Entered

09/21/12

### Last Modified

Kristen Henderson

### Entered By

No

### CO-OP

No

### Headline #

Normal

### Demo

Normal

### Order Type

Normal

### Package Deal

15.00

### Commission %

\$4,959.75

### Commission

\$28,105.25

### Net Total

Sales Tax

06/18/12

### Date Entered

09/21/12

### Last Modified

Kristen Henderson

### Entered By

No

### CO-OP

No

### Headline #

Normal

### Demo

Normal

### Order Type

Normal

### Package Deal

15.00

### Commission %

\$4,959.75

### Commission

\$28,105.25

### Net Total

Sales Tax

## Salt Lake City (KUTV)

### By Broadcast Month

Sep. 2012

Oct. 2012

Grand Total:

### Spots

21

64

85

### Rate

\$10,593.00

\$22,472.00

\$33,065.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
6.0	Revised Line / News	09/24/12-11/02/12	5	:30	11:58:27A- News-2 News at Noon	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
7.0	Revised Line / News	09/24/12-11/02/12	5	:15	11:58:27A- News-2 News at Noon	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
8.0	Revised Line / News	09/24/12-11/02/12	5	:30	4:59:20P- News-2 News at 5p	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
8.1	Revised Line / News	09/17/12-10/05/12	5	:30	4:59:20P- News-2 News at 5p	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
8.2	Revised Line / News	09/17/12-10/05/12	3	:30	4:59:20P- News-2 News at 5p	1	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
8.3	Normal Line / News	09/24/12-10/05/12	3	:30	4:59:20P- News-2 News at 5p	1	X	X	X	X	X			1	\$400.00	\$400.00	Salt Lake City (KUTV)		9/6/12
8.3.1	Closed Preempt	09/24/12															Salt Lake City (KUTV)	Sold Out/Exception - Bump Rate	
9.0	Revised Line / News	09/24/12-11/02/12	5	:15	4:59:20P- News-2 News at 5p	2	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
9.1	Revised Line / News	09/17/12-10/05/12	5	:15	4:59:20P- News-2 News at 5p	2	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

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**Agency** Love Communications (1242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** BEN MCADAMS TV (456306)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** CONWAY, PEGGY  
**Phone/Fax** /  
**CPE** MAYOR/318  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/18/12  
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**Entered By** Kristen Henderson  
**CO-OP** No  
**Headline #**  
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**Order Type** Normal  
**Package Deal**  
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9.2	Revised Line / News	09/17/12-10/05/12	3	:15	4:59-20P- News-2 News at 5p	2	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
9.3	Normal Line / News	09/24/12-10/05/12	3	:15	4:59-20P- News-2 News at 5p	2	X	X	X	X	X			4	\$200.00	\$800.00	Salt Lake City (KUTV)		9/6/12
10.0	Revised Line / News	09/24/12-11/02/12	5	:30	5:59P- News-2 News at 6p	2	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
10.1	Revised Line / News	09/17/12-10/05/12	5	:30	5:59P- News-2 News at 6p	2	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
10.2	Revised Line / News	09/17/12-10/05/12	3	:30	5:59P- News-2 News at 6p	2	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
10.3	Normal Line / News	09/24/12-10/05/12	3	:30	5:59P- News-2 News at 6p	2	X	X	X	X	X			2	\$425.00	\$850.00	Salt Lake City (KUTV)		9/6/12
10.3.1	Closed Preempt	09/27/12															Salt Lake City (KUTV)	Sold Out/Spot -Per Doug	
10.3.2	Closed Preempt	09/25/12															Salt Lake City (KUTV)	Sold Out/Spot -Per Doug	
11.0	Revised Line / News	09/24/12-11/02/12	5	:15	5:59P- News-2 News at 6p	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
11.1	Revised Line / News	09/17/12-10/05/12	5	:15	5:59P- News-2 News at 6p	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
11.2	Revised Line / News	09/17/12-10/05/12	3	:15	5:59P- News-2 News at 6p	1	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
11.3	Normal Line / News	09/24/12-10/05/12	3	:15	5:59P- News-2 News at 6p	1	X	X	X	X	X			2	\$213.00	\$426.00	Salt Lake City (KUTV)		9/6/12
12.0	Revised Line / SPOT	09/24/12-11/02/12	5	:30	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

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### Agency

Love Communications (1242)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

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### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY/PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

Date Entered 06/18/12  
Last Modified 09/21/12  
Entered By Kristen Henderson  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$4,959.75  
Net Total \$28,105.25  
Sales Tax

## Salt Lake City (KUTV)

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12.1	Revised Line / SPOT	09/17/12-10/05/12	5	:30	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
12.2	Revised Line / SPOT	09/17/12-10/05/12	3	:30	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
12.3	Normal Line / SPOT	09/24/12-10/05/12	3	:30	6:28P- Entertainment Tonight	1	X	X	X	X	X			2	\$475.00	\$950.00	Salt Lake City (KUTV)		9/6/12
13.0	Revised Line / SPOT	09/24/12-11/02/12	5	:15	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
13.1	Revised Line / SPOT	09/17/12-10/05/12	5	:15	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
13.2	Revised Line / SPOT	09/17/12-10/05/12	3	:15	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
13.3	Normal Line / SPOT	09/24/12-10/05/12	3	:15	6:28P- Entertainment Tonight	1	X	X	X	X	X			2	\$238.00	\$476.00	Salt Lake City (KUTV)		9/6/12
16.0	Revised Line / Prime	09/24/12-09/24/12	3	:30	9P- CBS-Hawaii Five-O (Monday)	1											Salt Lake City (KUTV)		6/18/12
16.1	Normal Line / Prime	09/24/12-09/24/12	3	:30	9P- CBS-Hawaii Five-O (Monday)	1								1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		9/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
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17.0	Revised Line / Prime	10/08/12-10/08/12	3	:30	9p- CBS-Hawaii Five-0 (Monday)	1	1										Salt Lake City (KUTV)		6/18/12
17.1	Revised Line / Prime	09/17/12-09/17/12	3	:30	9p- CBS-Hawaii Five-0 (Monday)	1	1										Salt Lake City (KUTV)		7/9/12
18.0	Revised Line / Prime	10/22/12-10/22/12	3	:30	9p- CBS-Hawaii Five-0 (Monday)	1	1										Salt Lake City (KUTV)		6/18/12
19.0	Revised Line / News	09/24/12-10/05/12	5	:30	10p- News-2 News at 10p (Monday)	2	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
19.1	Normal Line / News	09/24/12-10/05/12	3	:30	10p- News-2 News at 10p (Monday)	2	X	X	X	X	X			4	\$1,200.00	\$4,800.00	Salt Lake City (KUTV)		9/4/12
20.0	Revised Line / News	10/08/12-11/02/12	3	:30	10p- News-2 News at 10p (Tuesday)	2	X	X	X	X	X						Salt Lake City (KUTV)		6/18/12
21.0	Revised Line / Prime	10/02/12-10/02/12	3	:30	6:57-26P- CBS-NCIS (Tuesday)	1	1										Salt Lake City (KUTV)		6/18/12
22.0	Revised Line / Prime	10/16/12-10/16/12	3	:30	6:57-26P- CBS-NCIS (Tuesday)	1	1										Salt Lake City (KUTV)		6/18/12
23.0	Revised Line / Prime	10/30/12-10/30/12	3	:30	6:57-26P- CBS-NCIS (Tuesday)	1	1										Salt Lake City (KUTV)		6/18/12
24.0	Revised Line / Prime	09/27/12-09/27/12	3	:30	7p- 8P (MST)					1							Salt Lake City (KUTV)		6/18/12
24.1	Normal Line / Prime	09/27/12-09/27/12	3	:30	7p- 8P (MST)					1				1	\$1,750.00	\$1,750.00	Salt Lake City (KUTV)		9/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:





KUTV  
299 S Main St  
Ste 150  
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Love Communications  
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Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

### Advertiser

Ben McAdams for Salt Lake County Mayor (72698)

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Love Communications (1242)

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### Brand

BEN MCADAMS TV (456306)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY, PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

06/18/12

09/21/12

Kristen Henderson

No

### CO-OP

Grand Total:

85

Normal

### Package Deal

15.00

\$4,959.75

\$28,105.25

### Salt Lake City (KUTV)

By Broadcast Month

Spots

Rate

Sep. 2012 21 \$10,593.00

Oct. 2012 64 \$22,472.00

\$33,065.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Revised Line / Prime	10/11/12-10/11/12	3	:30	7P- 8P (MST)					1							Salt Lake City (KUTV)		6/18/12
25.1	Revised Line / Prime	09/20/12-09/20/12	3	:30	7P- 8P (MST)					1							Salt Lake City (KUTV)		7/9/12
26.0	Revised Line / Prime	10/25/12-10/25/12	3	:30	7P- 8P (MST)					1							Salt Lake City (KUTV)		6/18/12
27.0	Revised Line / Prime	10/05/12-10/05/12	5	:15	9p- CBS-Blue Bloods (Friday)						1						Salt Lake City (KUTV)		6/18/12
28.0	Revised Line / Prime	10/19/12-10/19/12	5	:15	9p- CBS-Blue Bloods (Friday)						1						Salt Lake City (KUTV)		6/18/12
29.0	Revised Line / Sports/Other	09/29/12-11/03/12	5	:30	10:35P- News-Talkin Sports Saturday							1					Salt Lake City (KUTV)		6/18/12
29.1	Revised Line / Sports/Other	09/22/12-10/06/12	5	:30	10:35P- News-Talkin Sports Saturday							1					Salt Lake City (KUTV)		7/9/12
30.0	Revised Line / SPOT	09/30/12-11/04/12	3	:30	7:58-30A- CBS-News Sunday Morning								1				Salt Lake City (KUTV)		6/18/12
30.1	Revised Line / SPOT	09/23/12-10/07/12	3	:30	7:58-30A- CBS-News Sunday Morning								1				Salt Lake City (KUTV)		7/9/12
30.2	Revised Line / SPOT	09/23/12-10/07/12	5	:30	7:58-30A- CBS-News Sunday Morning								1				Salt Lake City (KUTV)		9/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

### Advertiser

Ben McAdams for Salt Lake County Mayor (72698)

### Agency

Love Communications (1242)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

BEN MCADAMS TV (456306)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY, PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

06/18/12

### Date Entered

06/18/12

### Last Modified

09/21/12

### Entered By

Kristen Henderson

### CO-OP

No

### Headline #

### Demo

Normal

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$4,959.75

### Net Total

\$28,105.25

### Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month Spots Rate

Sep. 2012 21 \$10,593.00

Oct. 2012 64 \$22,472.00

Grand Total: 85 \$33,065.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
30.3	Normal Line / SPOT	09/30/12-10/07/12	5	:30	7:58-30A- CBS-News Sunday Morning	1								2	\$250.00	\$500.00	Salt Lake City (KUTV)		9/6/12
31.0	Revised Line / Prime	09/30/12-09/30/12	5	:30	8p- CBS-The Good Wife (Sunday)	1								1			Salt Lake City (KUTV)		6/18/12
31.1	Normal Line / Prime	09/30/12-09/30/12	3	:30	8p- CBS-The Good Wife (Sunday)	1								1	\$1,300.00	\$1,300.00	Salt Lake City (KUTV)		9/4/12
32.0	Revised Line / Prime	10/14/12-10/14/12	5	:30	8p- CBS-The Good Wife (Sunday)	1								1			Salt Lake City (KUTV)		6/18/12
32.1	Revised Line / Prime	09/23/12-09/23/12	5	:30	8p- CBS-The Good Wife (Sunday)	1								1			Salt Lake City (KUTV)		7/9/12
33.0	Revised Line / Prime	10/28/12-10/28/12	5	:30	8p- CBS-The Good Wife (Sunday)	1								1			Salt Lake City (KUTV)		6/18/12
34.0	Revised Line / News	09/30/12-11/04/12	5	:15	10P- News-2 News at 10p	1								1			Salt Lake City (KUTV)		6/18/12
34.1	Revised Line / News	09/23/12-10/07/12	5	:15	10P- News-2 News at 10p	1								1			Salt Lake City (KUTV)		7/9/12
34.2	Revised Line / News	09/23/12-10/07/12	3	:15	10P- News-2 News at 10p	1								1			Salt Lake City (KUTV)		9/4/12
34.3	Normal Line / News	09/30/12-10/07/12	3	:15	10P- News-2 News at 10p	1								2	\$450.00	\$900.00	Salt Lake City (KUTV)		9/6/12
35.0	Revised Line / Sports/Other	09/30/12-11/04/12	5	:15	10:35p- News-Talkin Sports Sunday	1								1			Salt Lake City (KUTV)		6/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

### Advertiser

Ben McAdams for Salt Lake County Mayor (72698)

### Agency

Love Communications (1242)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

BEN MCADAMS TV (456306)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY, PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

06/18/12

09/21/12

Kristen Henderson

No

### CO-OP

No

### Headline #

### Demo

Normal

### Order Type

Normal

### Package Deal

15.00

### Commission %

\$4,959.75

### Commission

\$28,105.25

### Net Total

\$28,105.25

### Sales Tax

## Salt Lake City (KUTV)

### By Broadcast Month

Sep. 2012 21

Oct. 2012 64

Grand Total: 85

### Rate

\$10,593.00

\$22,472.00

\$33,065.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.1	Revised Line / Sports/Other	09/23/12-10/07/12	5	:15	10:35p- News-Talkin Sports Sunday								1				Salt Lake City (KUTV)		7/9/12
35.2	Revised Line / Sports/Other	09/23/12-10/07/12	3	:15	10:35p- News-Talkin Sports Sunday								1				Salt Lake City (KUTV)		9/4/12
35.3	Normal Line / Sports/Other	09/30/12-10/07/12	3	:15	10:35p- News-Talkin Sports Sunday								1	2	\$113.00	\$226.00	Salt Lake City (KUTV)		9/6/12
36.0	Revised Line / News	10/15/12-11/02/12	5	:15	5:28:30A- News-2 News This Morning 530a	2	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
36.1	Normal Line / News	10/01/12-10/05/12	3	:15	5:28:30A- News-2 News This Morning 530a	2	X	X	X	X	X			2	\$75.00	\$150.00	Salt Lake City (KUTV)		9/4/12
37.0	Revised Line / News	10/15/12-11/02/12	3	:30	6A- 8A (MST)	2	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
37.1	Normal Line / News	10/15/12-10/26/12	3	:30	6A- 8A (MST)	3	X	X	X	X	X			6	\$275.00	\$1,650.00	Salt Lake City (KUTV)		9/21/12
38.0	End Dated Line / News	10/15/12-10/26/12	3	:15	6A- 8A (MST)	2	X	X	X	X	X			4	\$138.00	\$552.00	Salt Lake City (KUTV)		9/21/12
41.0	Revised Line / News	10/15/12-11/30/12	5	:30	11:58:27A- News-2 News at Noon	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
43.0	Revised Line / News	10/15/12-11/02/12	5	:30	4:59:20p- News-2 News at 5p	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

### Advertiser

Ben McAdams for Salt Lake County Mayor (72698)

### Agency

Love Communications (1242)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

BEN MCADAMS TV (456306)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY, PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

06/18/12

09/21/12

Kristen Henderson

No

### CO-OP

No

### Headline #

### Demo

Normal

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$4,959.75

### Net Total

\$28,105.25

### Sales Tax

## Salt Lake City (KUTV)

### By Broadcast Month

Sep. 2012 21

Oct. 2012 64

Grand Total: 85

### Rate

\$10,593.00

\$22,472.00

\$33,065.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.1	Revised Line / News	10/15/12-11/02/12	3	:30	4:59P- News-2 News at 5p	1	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
43.2	End Dated Line / News	10/15/12-10/26/12	3	:30	4:59P- News-2 News at 5p	2	X	X	X	X	X			4	\$400.00	\$1,600.00	Salt Lake City (KUTV)		9/21/12
44.0	Revised Line / News	10/15/12-11/02/12	5	:15	4:59P- News-2 News at 5p	2	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
44.1	Revised Line / News	10/15/12-11/02/12	3	:15	4:59P- News-2 News at 5p	2	X	X	X	X	X						Salt Lake City (KUTV)		9/4/12
44.2	Normal Line / News	10/15/12-10/26/12	3	:15	4:59P- News-2 News at 5p	1	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		9/21/12
45.0	Revised Line / News	10/15/12-11/02/12	5	:30	5:59P- News-2 News at 6p	2	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
45.1	End Dated Line / News	10/15/12-10/26/12	3	:30	5:59P- News-2 News at 6p	2	X	X	X	X	X			4	\$425.00	\$1,700.00	Salt Lake City (KUTV)		9/21/12
46.0	Revised Line / News	10/15/12-11/02/12	5	:15	5:59P- News-2 News at 6p	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
46.1	End Dated Line / News	10/15/12-10/26/12	3	:15	5:59P- News-2 News at 6p	1	X	X	X	X	X			2	\$213.00	\$426.00	Salt Lake City (KUTV)		9/21/12
47.0	Revised Line / SPOT	10/15/12-11/02/12	5	:30	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
47.1	End Dated Line / SPOT	10/15/12-10/26/12	3	:30	6:28P- Entertainment Tonight	1	X	X	X	X	X			2	\$475.00	\$950.00	Salt Lake City (KUTV)		9/21/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

### Advertiser

Ben McAdams for Salt Lake County Mayor (72698)

### Agency

Love Communications (1242)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

BEN MCADAMS TV (456306)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY, PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

06/18/12

### Date Entered

06/18/12

### Last Modified

09/21/12

### Entered By

Kristen Henderson

### CO-OP

No

### Headline #

No

### Demo

Normal

### Order Type

Normal

### Package Deal

15.00

### Commission %

\$4,959.75

### Commission

\$28,105.25

### Net Total

\$28,105.25

### Sales Tax

## Salt Lake City (KUTV)

### By Broadcast Month

Sep. 2012 21

Oct. 2012 64

Grand Total: 85

### Rate

\$10,593.00

\$22,472.00

\$33,065.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
48.0	Revised Line / SPOT	10/15/12-11/02/12	5	:15	6:28P- Entertainment Tonight	1	X	X	X	X	X						Salt Lake City (KUTV)		7/9/12
48.1	End Dated Line / SPOT	10/15/12-10/26/12	3	:15	6:28P- Entertainment Tonight	1	X	X	X	X	X			2	\$238.00	\$476.00	Salt Lake City (KUTV)		9/21/12
49.0	End Dated Line / News	10/15/12-10/26/12	3	:30	10P- News-2 News at 10p	2	X	X	X	X	X			4	\$1,200.00	\$4,800.00	Salt Lake City (KUTV)		9/21/12
50.0	Revised Line / Sports/Other	10/20/12-11/03/12	5	:30	10:35P- News-Talkin Sports Saturday							1					Salt Lake City (KUTV)		7/9/12
50.1	End Dated Line / Sports/Other	10/20/12-10/27/12	3	:30	10:35P- News-Talkin Sports Saturday							1		2	\$225.00	\$450.00	Salt Lake City (KUTV)		9/21/12
51.0	Revised Line / SPOT	10/21/12-11/04/12	3	:30	7:58:30A- CBS-News Sunday Morning								1				Salt Lake City (KUTV)		7/9/12
52.0	Revised Line / News	10/21/12-11/04/12	5	:15	10P- News-2 News at 10p								1				Salt Lake City (KUTV)		7/9/12
52.1	End Dated Line / News	10/21/12-10/28/12	3	:15	10P- News-2 News at 10p								1	2	\$450.00	\$900.00	Salt Lake City (KUTV)		9/21/12
53.0	Revised Line / Sports/Other	10/21/12-11/04/12	5	:15	10:35P- News-Talkin Sports Sunday								1				Salt Lake City (KUTV)		7/9/12
56.0	M/G For 31.0.1 / Prime	09/30/12-09/30/12	5	:30	8P- CBS-The Good Wife 2 (Sunday)								1	1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)		7/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

## Contract # 1319587

### Schedule Dates

09/24/12-10/28/12

### Advertiser

Ben McAdams for Salt Lake County Mayor (72698)

### Agency

Love Communications (1242)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

BEN MCADAMS TV (456306)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

CONWAY, PEGGY

### Phone/Fax

/

### CPE

MAYOR/318

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

06/18/12

09/21/12

Kristen Henderson

No

CO-OP

Headline #

Demo

Normal

Package Deal

Commission %

Commission

Net Total

Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month Spots Rate

Sep. 2012 21 \$10,593.00

Oct. 2012 64 \$22,472.00

Grand Total: 85 \$33,065.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
60.0	End Dated Line / News	10/15/12-10/26/12	3	:15	5:28-30A- News-2 News This Morning 530a	2	X	X	X	X	X			4	\$75.00	\$300.00	Salt Lake City (KUTV)		9/21/12
61.0	Revised Line / Prime	09/21/12-09/28/12	3	:15	9P- CBS-Blue Bloods (Friday)							1					Salt Lake City (KUTV)		9/4/12
61.1	Normal Line / Prime	09/28/12-09/28/12	3	:15	9P- CBS-Blue Bloods (Friday)						1			1	\$500.00	\$500.00	Salt Lake City (KUTV)		9/6/12
62.0	Normal Line / Sports/Other	09/29/12-10/06/12	3	:30	10:35P- News-Talkin Sports Saturday							1		2	\$225.00	\$450.00	Salt Lake City (KUTV)		9/7/12
63.0	M/G For 8.3.1 / News	10/01/12-10/05/12	3	:30	4:59-20P- News-2 News at 5p	1	X	X	X	X	X			1	\$400.00	\$400.00	Salt Lake City (KUTV)		9/18/12
64.0	Normal Line / Sports/Other	09/30/12-09/30/12	3	:30	10:35P- News-Talkin Sports Sunday								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		9/21/12
65.0	Normal Line / Sports/Other	10/07/12-10/07/12	3	:30	10:35P- News-Talkin Sports Sunday								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		9/21/12
66.0	Normal Line / Sports/Other	10/21/12-10/21/12	3	:30	10:35P- News-Talkin Sports Sunday								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		9/21/12
67.0	Normal Line / Sports/Other	10/28/12-10/28/12	3	:30	10:35P- News-Talkin Sports Sunday								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		9/21/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Buy Detail Report

Revision #: Date: 9/21/2012

**Client:** Ben McAdams for Salt Lake County Mayor  
**Media:** TV  
**Product:** Mayor  
**Market:** Salt Lake City-Ogden  
**Primary Demo:** Adults 25-64  
**Separation between spots:** 30

**Estimate:** 318  
**Description:** Ben McAdams TV  
**Flight Start Date:** 9/17/2012 05:00 AM  
**Flight End Date:** 11/4/2012 04:59 AM  
**Survey:** Nov11 DMA Nielsen Live+7  
**Buyer:** Amanda Chew

**Vendor:** KUTV-TV  
299 South Main Street  
Suite 150  
Salt Lake City, UT 84111  
**Contact:** ~~Amanda Smith~~ KRISTEN HENDERSON  
E-Mail: ~~asmith@kutv2.com~~ KHENDERSON  
Phone: 801-839-4498-1119  
Fax: 801-839-1101

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24	10/1	10/15	10/22	Total Spots
<b>KUTV-TV</b>										
35	MTuWThF 5:30a-5:59a 2 NEWS AT 530A<	EM: 15	\$75.00	\$63.75	15	1	2	2	2	7
36	MTuWThF 6:00a-8:00a 2 NEWS AM	EM	\$275.00	\$233.75	30	0	2	3	3	8
37	MTuWThF 6:00a-8:00a 2 NEWS AM	EM: 15	\$138.00	\$117.30	15	2	2	2	2	8
38	MTuWThF 8:00a-9:00a EARLY SHW2-CBS<	EM	\$135.00	\$114.75	30	1	1	0	0	2
39	MTuWThF 8:00a-9:00a EARLY SHW2-CBS<	EM: 15	\$68.00	\$57.80	15	1	1	0	0	2
42	MTuWThF 5:00p-5:30p 2 NEWS AT 5 PM<	EN	\$400.00	\$340.00	30	1	1	2	2	6
43	MTuWThF 5:00p-5:30p 2 NEWS AT 5 PM<	EN: 5	\$200.00	\$170.00	15	2	2	1	1	6
44	MTuWThF 6:00p-6:30p 2 NEWS AT 6 PM<	EN	\$425.00	\$361.25	30	0	2	2	2	6
45	MTuWThF 6:00p-6:30p 2 NEWS AT 6 PM<	EN: 5	\$213.00	\$181.05	15	1	1	1	1	4
46	MTuWThF 6:30p-7:00p ENT TONIGHT 30	PA	\$475.00	\$403.75	30	1	1	1	1	4
47	MTuWThF 6:30p-7:00p ENT TONIGHT 30	PA: 5	\$238.00	\$202.30	15	1	1	1	1	4
49	MTuWThF 9:00p-10:00p HAWAII 5-0-CBS	PT	\$1,500.00	\$1,275.00	30	1	0	0	0	1



# Buy Detail Report

Revision #:      Date: 9/21/2012

**Client:** Ben McAdams for Salt Lake County  
Mayor

**Estimate:** 318

**Send Billing To:** Love Communications

**Media:** TV

**Description:** Ben McAdams TV

**Vendor:** KUTV-TV

299 South Main Street

546 S. 200 W

**Product:** Mayor

**Flight Start Date:** 9/17/2012 05:00 AM

Suite 150

**Market:** Salt Lake City-Ogden

**Flight End Date:** 11/4/2012 04:59 AM

Salt Lake City, UT 84101

**Primary Demo:** Adults 25-64

**Survey:** Nov11 DMA Nielsen Live+7

**Contact:** Amber Smith

**Phone:** 801-519-8880

**Separation between spots:** 30

**Buyer:** Amanda Chew

**E-Mail:** asmith@kutv2.com

**Fax:** 801-519-8884

**Phone:** 801-839-1103

**Fax:** 801-839-1101

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24	10/1	10/15	10/22	Total Spots
<b>KUTV-TV</b>										
50	MTuWThF 10:00p-10:30p 2 NEWS AT 10PM<	LN	\$1,200.00	\$1,020.00	30	2	2	0	0	4
51	MTuWThF 10:00p-10:30p 2 NEWS AT 10PM<	LN	\$1,200.00	\$1,020.00	30	0	0	2	2	4
53	Th 7:00p- 8:00p BIG BANG/ROB!	PT	\$1,750.00	\$1,487.50	30	1	0	0	0	1
54	F 9:00p-10:00p BLUE BLOODS	PT:1 5	\$500.00	\$425.00	15	1	0	0	0	1
55	Sa 10:35p-11:05p TALKIN SPORTS<	LF	\$225.00	\$191.25	30	1	1	1	1	4
56	Su 8:00a- 9:30a SUNDAY MRN-CBS	EM	\$250.00	\$212.50	30	1	1	0	0	2
57	Su 8:00p- 9:00p GOOD WIFE-CBS	PT	\$1,300.00	\$1,105.00	30	1	0	0	0	1
58	Su 10:00p-10:30p 2 NEWS AT 10P SUN	LN:1 5	\$450.00	\$382.50	15	1	1	1	1	4
59	Su 10:35p-11:35p TALKIN SPORTS<	LF:1 5	\$113.00	\$96.05	15	1	1	0	0	2
68	Su 10:35p-11:35p TALKIN SPORTS<	LF	\$225.00	\$191.25	30	1	1	1	1	4
						<b>Total Spots:</b>	22	23	20	20
						<b>Total Wks Cost(STN Gross):</b>	\$10,993.00	\$7,418.00	\$7,327.00	85
							\$7,418.00	\$7,327.00		
<b>Total Cost:</b>			\$33,065.00	\$28,105.25						





# Buy Detail Report

Revision #:      Date: 9/21/2012

**Client:** Ben McAdams for Salt Lake County Mayor  
**Media:** TV  
**Product:** Mayor  
**Market:** Salt Lake City-Ogden  
**Primary Demo:** Adults 25-64  
**Separation between spots:** 30

**Estimate:** 318  
**Description:** Ben McAdams TV  
**Flight Start Date:** 9/17/2012 05:00 AM  
**Flight End Date:** 11/4/2012 04:59 AM  
**Survey:** Nov11 DMA Nielsen Live+7  
**Buyer:** Amanda Chew

**Vendor:** KUTV-TV  
299 South Main Street  
Suite 150  
Salt Lake City, UT 84111  
**Contact:** Amber Smith  
**E-Mail:** asmith@kutv2.com  
**Phone:** 801-839-1103  
**Fax:** 801-839-1101

**Send Billing To:** Love Communications  
546 S. 200 W  
Salt Lake City, UT 84101  
**Phone:** 801-519-8880  
**Fax:** 801-519-8884

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24	10/15	10/22	Total Spots
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Signature: *Amber Smith* 9/21/12

Disclaimer: