

Rep Order# 7894426 Ver# 4 Status Returned Traffic Order# 24370 Printed: 10/01/2012 10:52 AM 1 of 4

EC'd Yes Last Received: 09/20/2012 9:26 AM Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () PATRIOT MAJORITY
Product PATRIOT MAJ USA
Estimate# 1548
Buyer SPENCER WOOD
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E //1548
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

Pls see lns 7 & 29 for pgm chs and comments
Pls rcfm ok or advise
Thanks
jen

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	EARLY TODAY	:30	\$60.00	10/09-10/12	3	1	3	\$180.00	
	2	TU-F	6A-7A	NEWS	:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
	3	M	6A-7A	NEWS	:30	\$300.00	10/13-10/15	1	1	1	\$300.00	
	4	TU-F	7A-8A	TODAY SHOW	:30	\$700.00	10/09-10/12	2	1	2	\$1,400.00	
	5	TU-F	8A-9A	TODAY SHOW	:30	\$475.00	10/09-10/12	2	1	2	\$950.00	
	6	SU	7A-9A	SUN TODAY	:30	\$150.00	10/14-10/14	2	1	2	\$300.00	
	*7	SU	8A-9A	SUN TODAY	:30	\$200.00	10/14-10/14	2	1	2	\$400.00	
Station Remark: V4 8-9p Sun is Meet The Press, please adjust yr pgm title as I booked in the t/p or advise												
	8	TU-F	9A-10A	TODAY SHOW	:30	\$180.00	10/09-10/12	3	1	3	\$540.00	
	9	TU-F	10A-11A	RACHAEL RAY	:30	\$140.00	10/09-10/12	5	1	5	\$700.00	

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	10	M	10A-11A	RACHAEL RAY	:30	\$140.00	10/15-10/15	1	1	1	\$140.00	
	11	TU-F	11A-12P	STUDIO 5	:30	\$140.00	10/09-10/12	4	1	4	\$560.00	
	12	M	11A-12P	STUDIO 5	:30	\$140.00	10/15-10/15	1	1	1	\$140.00	
	13	TU-F	12P-1P	12N NEWS	:30	\$170.00	10/09-10/12	4	1	4	\$680.00	
	14	M	12P-1P	12N NEWS	:30	\$170.00	10/15-10/15	1	1	1	\$170.00	
	15	TU-F	1P-2P	TODAY SHOW	:30	\$100.00	10/09-10/12	4	1	4	\$400.00	
	16	M	1P-2P	TODAY SHOW	:30	\$100.00	10/15-10/15	1	1	1	\$100.00	
	17	TU-F	2P-3P	DAYS OF OUR LIVES	:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
	18	M	2P-3P	DAYS OF OUR LIVES	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	19	SU	9A-930A	SUN EDEN	:30	\$100.00	10/14-10/14	1	1	1	\$100.00	
	20	SU	1030A-11A	HIST OF SAINTS	:30	\$100.00	10/14-10/14	1	1	1	\$100.00	
	21	TU-F	3P-4P	DR PHIL	:30	\$130.00	10/09-10/12	6	1	6	\$780.00	
	22	M	3P-4P	DR PHIL	:30	\$130.00	10/15-10/15	1	1	1	\$130.00	
	23	TU-F	4P-5P	KATIE	:30	\$130.00	10/09-10/12	6	1	6	\$780.00	
	24	M	4P-5P	KATIE	:30	\$130.00	10/15-10/15	1	1	1	\$130.00	
	25	TU-F	5P-530P	NEWS	:30	\$525.00	10/09-10/12	4	1	4	\$2,100.00	

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	26	M	5P-530P	NEWS	:30	\$525.00	10/15-10/15	1	1	1	\$525.00	
	27	TU-F	6P-630P	NEWS	:30	\$485.00	10/09-10/12	5	1	5	\$2,425.00	
	28	M	6P-630P	NEWS	:30	\$485.00	10/15-10/15	1	1	1	\$485.00	
	*29	TU-F	630P-7P	NEWS	:30	\$475.00	10/09-10/12	4	1	4	\$1,900.00	
Station Remark: V4 1x 10/12 Fri 630-7p will be Game Night Live, spt mgd stp new pgm ncir, pls rcfm ok												
	30	M	630P-7P	NEWS	:30	\$475.00	10/15-10/15	1	1	1	\$475.00	
	31	SA	6P-630P	NEWS	:30	\$225.00	10/13-10/13	1	1	1	\$225.00	
	32	SA	630P-7P	GAME NIGHT LIVE	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	33	M	7P-9P	VOICE	:30	\$3,700.00	10/15-10/15	1	1	1	\$3,700.00	
	34	TU	8P-9P	GO ON/NEW NORMAL	:30	\$2,500.00	10/09-10/09	1	1	1	\$2,500.00	
	35	F	8P-9P	GRIMM	:30	\$1,300.00	10/12-10/12	1	1	1	\$1,300.00	
	36	F	9P-10P	DATELINE	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	37	SA	10P-1035P	NEWS	:30	\$1,100.00	10/13-10/13	1	1	1	\$1,100.00	
	38	TU-F	1035P-1137P	TONIGHT SHOW	:30	\$600.00	10/09-10/12	4	1	4	\$2,400.00	
	39	M	1035P-1137P	TONIGHT SHOW	:30	\$600.00	10/15-10/15	1	1	1	\$600.00	
	40	TU-F	1137P-1236A	FALLON	:30	\$250.00	10/09-10/12	3	1	3	\$750.00	

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	41	SU	615P-930P	NFL	:30	\$4,500.00	10/14-10/14	1	1	1	\$4,500.00	
	42	SU	930P-10P	SPORTSBEAT	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	

---REPORT TOTALS---
 Report Totals: 94 / \$37,765.00

---SALES MONTHLY TOTALS---
 Oct 12: 94 / \$37,765.00
 Sales Totals: 94 / \$37,765.00
 Station Totals: 94 / \$37,765.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Books	null	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
Demos	RA35+	KUCW 0%	KUTV 0%	MSL 0%	UNKN 80%	

Market Totals \$188,825