



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 # 2378530

Schedule Dates 02/08/16-03/06/16
Advertiser Southern Utah Wilderness Alliance (67569)
Agency Love Communications (1242)
Product SERVICES-GOVERNMENT/CONSERVATION (1231)
Brand #1407/February 2016 (800419)
Salesperson Smith, Amber (2969)
Sales Office KUTV/KMYU
Buyer Name Conway, Peggy
Phone/Fax /
CPE 1407
Account Types Local/Spot Agency BRD
Billing Type Standard
Comments

Date Entered 01/28/16
Last Modified 01/29/16
Entered By Chantryce Diehl
CO-OP No
Headline #
Demo A25+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,603.25
Net Total \$14,751.75
Sales Tax

Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Feb. 2016	43	\$10,510.00
Mar. 2016	23	\$6,845.00
Grand Total:	66	\$17,355.00

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
1.0	Normal Line / News	02/08/16-03/04/16	3	:30	5A- News-2 News This Morning 5a	1	X	X	X	X	X			4	\$90.00	\$360.00	Salt Lake City (KUTV)		1/28/16
2.0	Normal Line / News	02/08/16-03/04/16	3	:15	5A- News-2 News This Morning 5a	1	X	X	X	X	X			4	\$45.00	\$180.00	Salt Lake City (KUTV)		1/28/16
3.0	Normal Line / News	02/08/16-02/26/16	2	:30	5:28-30A- News-2 News This Morning 530a	2	X	X	X	X	X			6	\$225.00	\$1,350.00	Salt Lake City (KUTV)		1/28/16
4.0	Normal Line / News	02/29/16-03/04/16	3	:30	5:28-45A- News-2 News This Morning 6a	2	X	X	X	X	X			2	\$175.00	\$350.00	Salt Lake City (KUTV)		1/28/16
5.0	Normal Line / News	02/29/16-03/04/16	3	:30	7A- News-2 News This Morning 7a	2	X	X	X	X	X			2	\$300.00	\$600.00	Salt Lake City (KUTV)		1/28/16
6.0	Normal Line / News	02/29/16-03/04/16	3	:30	7A- News-2 News This Morning 7a	2	X	X	X	X	X			2	\$400.00	\$800.00	Salt Lake City (KUTV)		1/28/16
7.0	Normal Line / News	02/13/16-03/05/16	3	:30	7A- News-2 News This Morning 7a							1		4	\$125.00	\$500.00	Salt Lake City (KUTV)		1/28/16
8.0	Normal Line / News	02/14/16-02/28/16	3	:30	7A- News-2 News This Morning 7a								1	3	\$250.00	\$750.00	Salt Lake City (KUTV)		1/28/16
9.0	Normal Line / News	03/06/16-03/06/16	3	:30	7A- News-2 News This Morning 7a								1	1	\$175.00	\$175.00	Salt Lake City (KUTV)		1/28/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: *Amith* Date: *1-29-16*
Accepted-Station: *Amith* Date: *1-29-16*
Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Mar. 2016 23 \$6,845.00
Grand Total: 66 \$17,355.00

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10.0	Normal Line / News	03/06/16-03/06/16	3	:30	7:58A- CBS-News Sunday Morning								1	1	\$400.00	\$400.00	Salt Lake City (KUTV)		1/28/16
11.0	Normal Line / News	02/08/16-02/26/16	2	:30	4:59:15P- News-2 News at 5p	1	X	X	X	X	X			3	\$550.00	\$1,650.00	Salt Lake City (KUTV)		1/28/16
12.0	Normal Line / News	02/29/16-03/04/16	3	:30	4:59:15P- News-2 News at 5p	2	X	X	X	X	X			2	\$400.00	\$800.00	Salt Lake City (KUTV)		1/28/16
13.0	Normal Line / News	02/29/16-03/04/16	3	:30	5:59P- News-2 News at 6p	2	X	X	X	X	X			2	\$400.00	\$800.00	Salt Lake City (KUTV)		1/28/16
14.0	Normal Line / News	02/14/16-02/28/16	3	:30	5P- News-2 News at 5p								1	3	\$350.00	\$1,050.00	Salt Lake City (KUTV)		1/28/16
15.0	Normal Line / News	03/06/16-03/06/16	3	:30	5P- News-2 News at 5p								1	1	\$300.00	\$300.00	Salt Lake City (KUTV)		1/28/16
16.0	Normal Line / News	02/22/16-03/04/16	3	:30	10P- News-2 News at 10p	2	X	X	X	X	X			4	\$850.00	\$3,400.00	Salt Lake City (KUTV)		1/28/16
17.0	Normal Line / News	02/13/16-02/20/16	3	:30	10P- News-2 News at 10p							1		2	\$625.00	\$1,250.00	Salt Lake City (KUTV)		1/28/16
18.0	Normal Line / SPOT	02/08/16-03/04/16	3	:30	10:37P- CBS-The Late Show With Stephen Colbert	2	X	X	X	X	X			8	\$150.00	\$1,200.00	Salt Lake City (KUTV)		1/28/16
19.0	Normal Line / SPOT	02/08/16-03/04/16	3	:15	10:37P- CBS-The Late Show With Stephen Colbert	1	X	X	X	X	X			4	\$75.00	\$300.00	Salt Lake City (KUTV)		1/28/16
20.0	Normal Line / Sports/Other	02/13/16-03/05/16	3	:30	10:37P- News-Talkin Sports Saturday								1	4	\$150.00	\$600.00	Salt Lake City (KUTV)		1/28/16

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Date:

Accepted-Station:

Date:

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21.0	Normal Line / Sports/Other	02/14/16-03/06/16	3	:30	10:37P- News-Talkin Sports Sunday								1	4	\$135.00	\$540.00	Salt Lake City (KUTV)		1/28/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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1378530

Buy Detail Report

Revision #: Date: 1/28/2016

Client: SUWA
 Media: TV
 Product: SUWA
 Market: Salt Lake City-Ogden
 Primary Demo: Adults 25+
 Separation between spots: 30

Flight Start Date: 2/8/2016 03:00 AM
 Flight End Date: 3/6/2016 02:59 AM

Vendor: KUTV-TV
 299 South Main Street
 Suite 150
 Salt Lake City, UT 84111

Buyer: Peggy Conway
 Phone: 801-839-1103
 Fax: 801-839-1101

Estimate # 1407

Daypart Program	Daypart Code	STN Gross	Dur	Wks 2/8	2/15	2/22	2/29	Total Spots	Adults 25+ Rtg/CPP
KUTV-TV									
MTuWThF 5:00a-5:30a	EM	\$90.00	30	1	1	1	1	4	0.9
2 NEWS AT 5AM									
MTuWThF 5:00a-5:30a	EM	\$45.00	15	1	1	1	1	4	0.9
2 NEWS AT 5AM									
MTuWThF 5:30a-6:00a	EM	\$225.00	30	2	2	2	0	6	1.6
2 NEWS AT 530A									
MTuWThF 5:30a-6:00a	EM	\$175.00	30	0	0	0	2	2	1.6
2 NEWS AT 530A									
MTuWThF 6:00a-7:00a	EM	\$300.00	30	0	0	0	2	2	2.2
2 NEWS AT 6A									
MTuWThF 7:00a-8:00a	EM	\$400.00	30	0	0	0	2	2	2.3
2 NEWS AT 7A<									
Sa 7:00a-8:00a	EM	\$125.00	30	1	1	1	1	4	1.3
2 NWS-MORNG SA									
Su 7:00a-8:00a	EM	\$250.00	30	1	1	1	0	3	1.8
2NW THS MRN SU									
Su 7:00a-8:00a	EM	\$175.00	30	0	0	0	1	1	1.8
2NW THS MRN SU									
Su 8:00a-9:30a	EM	\$400.00	30	0	0	0	1	1	3.6
SUNDAY MRN-CBS									
MTuWThF 5:00p-5:30p	EN	\$550.00	30	1	1	1	0	3	3.2
2 NEWS AT 5 PM									
MTuWThF 5:00p-5:30p	EN	\$400.00	30	0	0	0	2	2	3.2
2 NEWS AT 5 PM									
MTuWThF 6:00p-6:30p	EN	\$400.00	30	0	0	0	2	2	3.2
2 NEWS AT 6 PM<									
Su 5:00p-6:00p	EN	\$350.00	30	1	1	1	0	3	3.0
2 NWS-5 PM SU									
Su 5:00p-6:00p	EN	\$300.00	30	0	0	0	1	1	3.0
2 NWS-5 PM SU									

Buy Detail Report

Revision #: Date: 1/28/2016

Client: SUWA
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 Market: Salt Lake City-Ogden
 Primary Demo: Adults 25+
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 Flight Start Date: 2/8/2016 03:00 AM
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 Vendor: KUTV-TV
 299 South Main Street
 Suite 150
 Salt Lake City, UT 84111
 Phone: 801-839-1103
 Fax: 801-839-1101

Daypart Program	Daypart Code	STN Gross	Dur	Wks				Total Spots	Adults 25+ Rtg/CPP
				2/8	2/15	2/22	2/29		
KUTV-TV									
MTuWThF 10:00p-10:37p	LN	\$850.00	30	0	0	2	2	4	4.7
2 NEWS AT 10PM<									
Sa 10:00p-10:37p	LN	\$625.00	30	1	1	0	0	2	3.4
2 NEWS-10P-SAT<									
MTuWThF 10:37p-11:37p	LF	\$150.00	30	2	2	2	2	8	1.4
COLBERT									
MTuWThF 10:37p-11:37p	LF	\$75.00	15	1	1	1	1	4	1.4
COLBERT									
Sa 10:37p-11:07p	LF	\$150.00	30	1	1	1	1	4	2.2
TALKIN SPORTS SAT<									
Su 10:37p-11:37p	LF	\$135.00	30	1	1	1	1	4	2.2
TALKIN SPORTS SUN<									
			Total Spots:	14	14	15	23	66	
			Total GRP/GIMP(000):	26.3	26.3	32.3	54.5		139.4
			Total CPP/CPM:						\$124.50
Total Cost:		\$17,355.00							
Market Totals:									
			Total Spots:	14	14	15	23	66	
			Total GRP/GIMP(000):	26.3	26.3	32.3	54.5		139.4
			Total CPP/CPM:						\$124.50
Total Cost:		\$17,355.00							

*With 1-29-16
 Thank you!*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KUTV	Date: 2/8/2016
--	--

David Garbett

I, _____
do hereby request station time concerning the following issue:

<p style="text-align: center;">Public Lands</p>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 15		\$17,355 66 spots 2/8-3/6/2016			

This broadcast time will be used by: So Utah Wilderness Alliance

THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

--

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Southern Utah Commerce Alliance
425 E 100 S
Salt Lake City, UT 84111

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Attached Separately

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

X 2 | 11 | 16 [Signature] 801-486-3161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title

SUWA BOARD OF DIRECTORS

Darrell Knuffke, *Chair*
Nageezi, NM

Richard Ingebretsen, *Vice-Chair & Secretary*
Emigration Canyon, UT

Rusty Schmit, *Treasurer*
Sandia Park, NM

Jim Baca
Albuquerque, NM

Sharon Buccino
Arlington, VA

Bill Hedden
Castle Valley, UT

Tom Kenworthy
Golden, CO

Anne Milliken
Salt Lake City, UT

Oriana Sandoval
Albuquerque, NM

Guy Saperstein
Piedmont, CA

Cindy Shogan
Silver Spring, MD

Liz Thomas
Moab, UT

Terry Tempest Williams
Castle Valley, UT

Hansjorg Wyss
Malvern, PA

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