

## 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:**

KUTV-TV      Salt Lake City-Ogden

**Date:**

9/18/2012

I, Media Strategies and Research,being/on behalf of: Jim Matheson, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Congressin the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 08, 2012			Sunday, October 14, 2012		

**Total Charges: \$36,315.00**

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:

Matheson for Congress

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:

Allen Sims

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***

Tuesday, September 18, 2012

Date



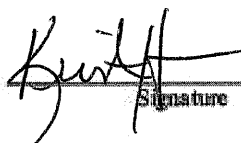
Signature

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

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTINA HENDERSON

Printed Name

POLITICAL ADV. SPECIALIST

Title



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

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1374743

### Schedule Dates

10/08/12-10/14/12

### Advertiser

Matheson for Congress (73730)

### Agency

Media Strategies & Research-Denver (1374)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

october 8 through october 14 kutv (474065)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

/

### Phone/Fax

12057

### Account Types

Local/Spot Agency BRD

### Billing Type

Standard

### Comments

Date Entered 09/18/12

Last Modified 09/18/12

Entered By Chartryce Diehl

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$5,447.25

Net Total \$30,867.75

Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month Spots Rate

Oct. 2012 80 \$36,315.00

Grand Total: \$36,315.00

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	10/08/12-10/12/12	3	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1			5	\$100.00	\$500.00	Salt Lake City (KUTV)		9/18/12
2.0	Normal Line / News	10/08/12-10/12/12	1	:30	5:30A- News-2 News This Morning 530a	1	1	1	1	1	1			5	\$350.00	\$1,750.00	Salt Lake City (KUTV)		9/18/12
3.0	Normal Line / News	10/08/12-10/12/12	3	:30	6A- 8A (MST)	1	2	1	2	2				8	\$275.00	\$2,200.00	Salt Lake City (KUTV)		9/18/12
4.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	8A- CBS-This Morning (New Title)	2	1	2	2	2				9	\$300.00	\$2,700.00	Salt Lake City (KUTV)		9/18/12
5.0	Normal Line / SPOT	10/14/12-10/14/12	1	:30	8A- CBS-News Sunday Morning								1	1	\$700.00	\$700.00	Salt Lake City (KUTV)		9/18/12
6.0	Normal Line / SPOT	10/10/12-10/10/12	1	:30	10A- CBS-The Young and the Restless			1						1	\$300.00	\$300.00	Salt Lake City (KUTV)		9/18/12
7.0	Normal Line / News	10/09/12-10/12/12	3	:30	12P- News-2 News at Noon		1		1	1				2	\$135.00	\$270.00	Salt Lake City (KUTV)		9/18/12
8.0	Normal Line / SPOT	10/08/12-10/11/12	5	:30	1P- News-Fresh Living	1	1	1	1					3	\$70.00	\$210.00	Salt Lake City (KUTV)		9/18/12
9.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	2P- CBS-The Talk		1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		9/18/12
10.0	Normal Line / SPOT	10/08/12-10/12/12	5	:30	3P- Ricki Lake		1	1	1	1	1			5	\$150.00	\$750.00	Salt Lake City (KUTV)		9/18/12
11.0	Normal Line / News	10/08/12-10/12/12	3	:30	4P- News-2 News at 4p		1	1	1	1	1			5	\$175.00	\$875.00	Salt Lake City (KUTV)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

9/19/12

PAYMENT RECEIVED 9/19/12



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

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1374743

Schedule Dates 10/08/12-10/14/12  
Advertiser Matheson for Congress (73730)  
Agency Media Strategies & Research-Denver (1374)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand october 8 through october 14 kutv (474065)  
Salesperson Henderson, Klisten (2948)  
Sales Office KUTV/KMYU  
Buyer Name /  
Phone/Fax 12057  
CPE Local/Spot Agency BRD  
Account Types Standard  
Billing Type Comments

Date Entered 09/18/12  
Last Modified 09/18/12  
Entered By Chantryce Diehl  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,447.25  
Net Total \$30,867.75  
Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month  
Oct. 2012 80 \$36,315.00  
Grand Total: 80 \$36,315.00

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
12.0	Normal Line / News	10/08/12-10/12/12	3	:30	4:30p- News-2 News at 430p	1	1	1	2	1	1	1		6	\$200.00	\$1,200.00	Salt Lake City (KUTV)		9/18/12
13.0	Normal Line / News	10/08/12-10/12/12	3	:30	5P- News-2 News at 5p	1	1	2	1	1	2			7	\$400.00	\$2,800.00	Salt Lake City (KUTV)		9/18/12
14.0	Normal Line / News	10/08/12-10/12/12	1	:30	6P- News-2 News at 6p	2	1	1	1	1	1			6	\$1,000.00	\$6,000.00	Salt Lake City (KUTV)		9/18/12
15.0	Normal Line / News	10/13/12-10/13/12	5	:30	5P- News-2 News at 5p							1		1	\$180.00	\$180.00	Salt Lake City (KUTV)		9/18/12
16.0	Normal Line / News	10/14/12-10/14/12	1	:30	5P- News-2 News at 5p							1		1	\$800.00	\$800.00	Salt Lake City (KUTV)		9/18/12
17.0	Normal Line / Prime	10/14/12-10/14/12	1	:30	8P- CBS-The Good Wife (Sunday)							1		1	\$3,000.00	\$3,000.00	Salt Lake City (KUTV)		9/18/12
18.0	Normal Line / News	10/08/12-10/12/12	3	:30	10P- News-2 News at 10p	2	2	1	1	2	1			8	\$1,200.00	\$9,600.00	Salt Lake City (KUTV)		9/18/12
19.0	Normal Line / News	10/13/12-10/13/12	5	:30	10P- News-2 News at 10p							1		1	\$550.00	\$550.00	Salt Lake City (KUTV)		9/18/12
20.0	Normal Line / News	10/14/12-10/14/12	3	:30	10P- News-2 News at 10p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		9/18/12
21.0	Normal Line / SPOT	10/08/12-10/11/12	3	:30	10:35P- CBS-The David Letterman Show	1	1	1	1	1				3	\$285.00	\$855.00	Salt Lake City (KUTV)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

12057

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5a News	EM	M-F	\$100.00	1	1	1	1	1			5
5:00 AM 5:30 AM		30	\$500.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 5:30a News	EM	M-F	\$350.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30	\$1,750.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 6a News	EM	M-F	\$275.00	1	2	1	2	2			8
6:00 AM 8:00 AM		30	\$2,200.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
CBS This Morning	EM	M-F	\$300.00	2	1	2	2	2			9
8:00 AM 9:00 AM		30	\$2,700.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
CBS Sunday Morn	EM	Su	\$700.00							1	1
8:00 AM 9:30 AM		30	\$700.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Young & Restless	DT	M-F	\$300.00			1					1
9:00 AM 10:00 AM		30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV Noon News	DT	M-F	\$135.00		1			1			2
12:00 PM 1:00 PM		30	\$270.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Fresh Living	DT	M-F	\$70.00	1		1	1				3
1:00 PM 1:30 PM		30	\$210.00								
The Talk	DT	M-F	\$175.00		1						1
2:00 PM 3:00 PM		30	\$175.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Ricki Lake	EF	M-F	\$150.00	1	1	1	1	1			5
3:00 PM 4:00 PM		30	\$750.00								
KUTV 4p News	EN	M-F	\$175.00	1	1	1	1	1			5
4:00 PM 4:30 PM		30	\$875.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 4:30p News	EN	M-F	\$200.00	1	1	2	1	1			6
4:30 PM 5:00 PM		30	\$1,200.00								
Sold out at LUR per KUTV. Move to L2 to clear.											

Suzanne Collins

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastراتيجيات.com

Date/Time Sent: 9/18/2012 2:39:36 PM

KUTV-TV

Page 1 of 2



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

12057

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5p News	EN	M-F	\$400.00	1	2	1	1	2			7
5:00 PM 5:30 PM		30	\$2,800.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 6p News	EN	M-F	\$1,000.00	2	1	1	1	1			6
6:00 PM 6:30 PM		30	\$6,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Saturday 5p News	EN	Sa	\$180.00						1		1
5:00 PM 6:00 PM		30	\$180.00								
Sunday 5p News	EN	Su	\$800.00							1	1
5:00 PM 6:00 PM		30	\$800.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
The Good Wife	PT	Su	\$3,000.00							1	1
8:00 PM 9:00 PM		30	\$3,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 10p News	LN	M-F	\$1,200.00	2	2	1	2	1			8
10:00 PM 10:35 PM		30	\$9,600.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Saturday 10p News	LN	Sa	\$550.00						1		1
10:00 PM 10:35 PM		30	\$550.00								
Sunday 10p News	LN	Su	\$900.00							1	1
10:00 PM 10:35 PM		30	\$900.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Letterman	LF	M-F	\$285.00	1		1	1				3
10:35 PM 11:35 PM		30	\$855.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
<b>Station Gross Totals</b>			<b>\$36,315.00</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>2</b>	<b>4</b>	<b>80</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/18/2012 2:39:36 PM

KUTV-TV

Page 2 of 2



# Station Order

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

**Estimate ID**
**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

**12057**
**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5a News 5:00 AM 5:30 AM	EM	M-F	30	\$80.00 <b>\$400.00</b>	1	1	1	1	1			5
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE w/ NOTICE \$100												
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F	30	\$135.00 <b>\$675.00</b>	1	1	1	1	1			5
\$350												
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F	30	\$250.00 <b>\$2,000.00</b>	OK 1	2	1	2	2			8
CBS This Morning 8:00 AM 9:00 AM	EM	M-F	30	\$115.00 <b>\$920.00</b>	\$300 2	1	2	1	2			8
CBS Sunday Morn 8:00 AM 9:30 AM	EM	Su	30	\$225.00 <b>\$225.00</b>							1	1
\$700												
Young & Restless 9:00 AM 10:00 AM	DT	M-F	30	\$125.00 <b>\$125.00</b>	\$300 1							1
Lets Make a Deal 10:00 AM 11:00 AM	DT	M-F	30	\$110.00 <b>\$110.00</b>			1					1
\$300												
KUTV Noon News 12:00 PM 1:00 PM	DT	M-F	30	\$120.00 <b>\$240.00</b>		1			1			2
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE w/ NOTICE \$135												
Fresh Living 1:00 PM 1:30 PM	DT	M-F	30	\$70.00 <b>\$140.00</b>	OK 1			1				2
The Talk 2:00 PM 3:00 PM	DT	M-F	30	\$150.00 <b>\$150.00</b>			1					1
→ HIGHLY PREEMPTIBLE. SUGGEST \$175												
Ricki Lake 3:00 PM 4:00 PM	EF	M-F	30	\$200.00 <b>\$1,000.00</b>	\$150 1	1	1	1	1			5
KUTV 4p News 4:00 PM 4:30 PM	EN	M-F	30	\$135.00 <b>\$675.00</b>	\$100 1	1	1	1	1			5

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/17/2012 12:37:19 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



# Station Order

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

12057

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 4:30p News 4:30 PM 5:00 PM	EN	M-F	30	\$150.00 \$750.00	1	1	1	1	1			5
KUTV 5p News 5:00 PM 5:30 PM	EN	M-F	30	\$360.00 \$1,800.00	1	1	1	1	1			5
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$400												
KUTV 6p News 6:00 PM 6:30 PM	EN	M-F	30	\$360.00 \$1,800.00	1	1	1	1	1			5
Saturday 5p News 5:00 PM 6:00 PM	EN	Sa	30	\$180.00 \$180.00						1		1
Sunday 5p News 5:00 PM 6:00 PM	EN	Su	30	\$225.00 \$225.00							1	1
Ent Tonight 6:30 PM 7:00 PM	PA	M-F	30	\$425.00 \$1,275.00	1		1		1			3
The Good Wife 8:00 PM 9:00 PM	PT	Su	30	\$1,200.00 \$1,200.00							1	1
KUTV 10p News 10:00 PM 10:35 PM	LN	M-F	30	\$1,100.00 \$7,700.00	1	2	1	2	1			7
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$1200												
Saturday 10p News 10:00 PM 10:35 PM	LN	Sa	30	\$600.00 \$600.00						1		1
Sunday 10p News 10:00 PM 10:35 PM	LN	Su	30	\$850.00 \$850.00							1	1
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$900												
Letterman 10:35 PM 11:35 PM	LF	M-F	30	\$275.00 \$550.00		1		1				2
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$285												
<b>Station Gross Totals</b>				<b>\$23,590.00</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>2</b>	<b>4</b>	<b>76</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/17/2012 12:37:19 PM

KUTV-TV

Page 2 of 2

suzannel@mediastراتيجies.com