

# CONTRACT



**Bonneville**  
**55 North 300 West**  
**Suite 200**  
**Salt Lake City, UT 84101**  
**801-575-5674**

<u>Contract / Revision</u> 191291 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Celeste Maloy for Utah</b>		<u>Original Date / Revision</u> 05/02/24 / 05/02/24
<u>Contract Dates</u> <b>05/06/24 - 06/23/24</b>	<u>Estimate #</u>	
<u>Product</u> <b>Primary 2024</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>KSL-AM/FM</b>	<u>Account Executive</u> Deanne Tetzl	<u>Sales Office</u> Local SLC Radio
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Roost Communications**  
**505 E South Temple**  
**Suite 200**  
**Salt Lake City, UT 84102**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KSLAF	05/06/24	06/23/24	M-F AM Drive	6:00 AM-10:00 AM		:30			NM	35	\$3,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/06/24	05/12/24	MTWTF--				5	\$165.00			
	Week:	05/13/24	05/19/24	MTWTF--				5	\$100.00			
	Week:	05/20/24	05/26/24	MTWTF--				5	\$100.00			
	Week:	05/27/24	06/02/24	MTWTF--				5	\$100.00			
	Week:	06/03/24	06/09/24	MTWTF--				5	\$100.00			
	Week:	06/10/24	06/16/24	MTWTF--				5	\$100.00			
	Week:	06/17/24	06/23/24	MTWTF--				5	\$100.00			
N 2	KSLAF	05/06/24	06/23/24	M-F Midday	10a-3p		:30			NM	35	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/06/24	05/12/24	MTWTF--				5	\$110.00			
	Week:	05/13/24	05/19/24	MTWTF--				5	\$100.00			
	Week:	05/20/24	05/26/24	MTWTF--				5	\$100.00			
	Week:	05/27/24	06/02/24	MTWTF--				5	\$100.00			
	Week:	06/03/24	06/09/24	MTWTF--				5	\$100.00			
	Week:	06/10/24	06/16/24	MTWTF--				5	\$100.00			
	Week:	06/17/24	06/23/24	MTWTF--				5	\$100.00			
N 3	KSLAF	05/06/24	06/23/24	M-F PM Drive	3p-7p		:30			NM	35	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/06/24	05/12/24	MTWTF--				5	\$150.00			
	Week:	05/13/24	05/19/24	MTWTF--				5	\$100.00			
	Week:	05/20/24	05/26/24	MTWTF--				5	\$100.00			
	Week:	05/27/24	06/02/24	MTWTF--				5	\$100.00			
	Week:	06/03/24	06/09/24	MTWTF--				5	\$100.00			
	Week:	06/10/24	06/16/24	MTWTF--				5	\$100.00			
	Week:	06/17/24	06/23/24	MTWTF--				5	\$100.00			
<b>Totals</b>											<b>105</b>	<b>\$11,125.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

FCC Nondiscrimination Notice: Bonneville and its stations do not discriminate in advertising arrangements on the basis of race or ethnicity. Any arrangement entered into with an advertiser whose intent is to discriminate in such manner shall be null and void. In compliance with FCC rules, broadcaster includes this nondiscrimination provision in all advertiser arrangements.



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191291 /	

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Celeste Maloy for Utah	05/02/24 / 05/02/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/06/24 - 06/23/24	Primary 2024	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/26/24	45	\$5,125.00	(\$768.75)	\$4,356.25
05/27/24 - 06/21/24	60	\$6,000.00	(\$900.00)	\$5,100.00
<b>Totals</b>	<b>105</b>	<b>\$11,125.00</b>	<b>(\$1,668.75)</b>	<b>\$9,456.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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