



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

R&R Partners  
900 S Pavilion Center Dr  
Las Vegas, NV 89144

## Contract # 2661470

**Schedule Dates** 10/17/16-11/06/16  
**Advertiser** Governor Gary Herbert-R (74153)  
**Agency** R&R Partners (11757)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 2249 (869727)  
**Salesperson** Hodges, Karen (2949)  
**Sales Office** KUTV/KMYU/KJZZ  
**Buyer Name** Bukovinsky, Shannon  
**Phone/Fax** (801) 746-5926 /  
**CPE** 2249  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/13/16  
**Last Modified** 10/14/16  
**Entered By** Chantyce Dietl  
**CO-OP** No  
**Headline #**  
**Demo** A3564R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,515.00  
**Net Total** \$59,585.00  
**Sales Tax**

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2016	38	\$56,000.00
Nov. 2016	19	\$14,100.00
<b>Grand Total:</b>	<b>57</b>	<b>\$70,100.00</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	Normal Line / News	10/17/16-11/04/16	2	:30	6P- 6:29:59P (MST)	1	1	1	1	1	1			14	\$800.00	\$11,200.00	Salt Lake City (KUTV)		10/13/16
1.0.1	Closed Preempt	10/20/16															Salt Lake City (KUTV)	Program Change/Exception - CBS NFL	
2.0	Normal Line / News	10/17/16-10/28/16	2	:30	10P- 10:37P (MST)	2	2	2	2	2	2			20	\$1,800.00	\$36,000.00	Salt Lake City (KUTV)		10/13/16
3.0	Normal Line / News	10/31/16-11/04/16	3	:30	10P- 10:37P (MST)	2	2	2	2	2	2			10	\$750.00	\$7,500.00	Salt Lake City (KUTV)		10/13/16
4.0	Normal Line / News	10/22/16-10/29/16	2	:30	10P- 10:37P (MST)							2		4	\$1,200.00	\$4,800.00	Salt Lake City (KUTV)		10/13/16
5.0	Normal Line / News	11/05/16-11/05/16	3	:30	10P- 10:37P (MST)							2		2	\$500.00	\$1,000.00	Salt Lake City (KUTV)		10/13/16
6.0	Normal Line / News	10/23/16-10/30/16	2	:30	10P- 10:37P (MST)							2		4	\$1,800.00	\$7,200.00	Salt Lake City (KUTV)		10/13/16
7.0	Normal Line / News	11/06/16-11/06/16	3	:30	10P- 10:37P (MST)							2		2	\$800.00	\$1,600.00	Salt Lake City (KUTV)		10/13/16
8.0	M/G For 1.0.1 / News	10/17/16-10/21/16	2	:30	5:59P- News 2 News at 6p	1	X	X	X	X	X			1	\$800.00	\$800.00	Salt Lake City (KUTV)		10/14/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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

# Governor Herbert 2016 General TV Reev. #1

10/13/2016  
12:25 PM

Client: Governor Gary Herbert  
Media: TV  
Product: Media  
Market: Salt Lake City-Ogden  
Flight Date: 10/17/2016-11/13/2016

Estimate: 2249  
Description: Herbert 2016 General Election - TV  
Survey: Nov15 DMA Nielsen Live+SD  
Buyer: Shannon Bukovinsky

## # of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Adults 35-64 RTG	Dur	10/17 10/23	10/24 10/30	10/31 11/6	11/7 11/13	Total Spots	STN Gross Cost	CPP	Notes
KUTV-TV		M-F	EN	6:00p-6:30p	2 NEWS AT 6 PM<	2.8	30	5	5	5	0	15	\$800.00	\$285.71	
		M-F	LN	10:00p-10:37p	2 NEWS AT 10PM<	4.7	30	10	10	0	0	20	\$1,800.00	\$382.98	
		Sa	LN	10:00p-10:35p	2 NEWS- 10P-SAT<	3.1	30	2	2	0	0	4	\$1,200.00	\$387.10	
		Su	LN	10:00p-10:35p	2 NEWS- 10P-SUN<	4.1	30	2	2	0	0	4	\$1,800.00	\$439.02	
		M-F	LN	10:00p-10:37p	2 NEWS AT 10PM<	4.7	30	0	0	10	0	10	\$750.00	\$159.57	
		Sa	LN	10:00p-10:35p	2 NEWS- 10P-SAT<	3.1	30	0	0	2	0	2	\$500.00	\$161.29	
		Su	LN	10:00p-10:35p	2 NEWS- 10P-SUN<	4.1	30	0	0	2	0	2	\$800.00	\$195.12	
Station Total:						226.2						57	\$70,100.00		

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Spots Per Week								19	19	19	0	57			
Cost Per Week								28,000	28,000	14,100	0	70,100			
TRPs Per Week								75.4	75.4	75.4	0.0	226.2			
<b>SCHEDULE TOTALS</b>															
TOTAL SPOTS:												57			
TOTAL COST:												\$70,100.00			
TOTAL Adults 35-64 TRPs:												226.2			
TOTAL Adults 35-64 CPP:												\$309.90			
TOTAL Adults 35-64 Reach Pct/Frequency:												36.4%/6.2			

Agreed to and Accepted by: \_\_\_\_\_

## Disclaimer:

Upon receipt, please approve and send fax signed confirmation of order and added value to agency.  
All makegoods must be pre-approved by agency and run within flight weeks of same broadcast month. (Add special call-outs/restrictions - no animation, etc)  
All buys will be monitored on a weekly basis. Post logs with ratings (HH or LPM demo) are due to buyer agency on Tuesday following on-air week.  
Ratings will be guaranteed to 95 index at minimum within same daypart as purchased against Live/Same Day ratings. All makegood weight must be pre-approved by buyer. Added-value bonus spots will not count towards guarantee.  
Competitive and Separation must be adhered to -  
- spots must not run fewer than 30 minutes apart  
- spot should not air within same pod as like advertiser (include competitive set and/or special call-outs.)  
Standard two-week written cancellation applies.  
These terms and conditions supersede any other terms or agreements between you and agency.