

CONTRACT



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

<u>Contract / Revision</u> 190768 /		<u>Alt Order #</u> 28394266
<u>Advertiser</u> Conservative Values For Utah		<u>Original Date / Revision</u> 04/22/24 / 04/22/24
<u>Contract Dates</u> 05/03/24 - 05/09/24	<u>Estimate #</u> 503509	
<u>Product</u> Conservative Values		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KSL-TV	<u>Account Executive</u> Rachel Chason	<u>Sales Office</u> Katz Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> Green	<u>Advertiser Ref</u>	

And:

Del Cielo Media
1427 Leslie Avenue
Suite 102
Alexandria, VA 22301

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KSLTV	05/05/24	05/05/24	SU Meet the Press	8:00 AM-9:00 AM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S				1	\$400.00			
N 2	KSLTV	05/03/24	05/03/24	12pm- KSL News	12:00 PM-1:00 PM		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	---F--				2	\$275.00			
N 3	KSLTV	05/06/24	05/06/24	12pm- KSL News	12:00 PM-1:00 PM		:30			NM	2	\$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	M-----				2	\$275.00			
N 4	KSLTV	05/07/24	05/07/24	12pm- KSL News	12:00 PM-1:00 PM		:30			NM	2	\$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	-T-----				2	\$275.00			
N 5	KSLTV	05/08/24	05/08/24	12pm- KSL News	12:00 PM-1:00 PM		:30			NM	2	\$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	--W----				2	\$275.00			
N 6	KSLTV	05/09/24	05/09/24	12pm- KSL News	12:00 PM-1:00 PM		:30			NM	2	\$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	---T---				2	\$275.00			
N 7	KSLTV	05/03/24	05/03/24	2-3pm	2:00 PM-3:00 PM		:30			NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	---F--				2	\$180.00			
N 8	KSLTV	05/06/24	05/06/24	2-3pm	2:00 PM-3:00 PM		:30			NM	2	\$360.00
		<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	M-----				2	\$180.00			
N 9	KSLTV	05/07/24	05/07/24	2-3pm	2:00 PM-3:00 PM		:30			NM	2	\$360.00
		<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	-T-----				2	\$180.00			
N 10	KSLTV	05/08/24	05/08/24	2-3pm	2:00 PM-3:00 PM		:30			NM	2	\$360.00
		<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	--W----				2	\$180.00			
N 11	KSLTV	05/09/24	05/09/24	2-3pm	2:00 PM-3:00 PM		:30			NM	2	\$360.00
		<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	---T---				2	\$180.00			

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

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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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<u>Contract / Revision</u>	<u>Alt Order #</u>
190768 /	28394266

<u>Advertiser</u>	<u>Original Date / Revision</u>
Conservative Values For Utah	04/22/24 / 04/22/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/03/24 - 05/09/24	Conservative Values	503509

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<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	---T---				2	\$180.00			
N 12	KSLTV	05/07/24	05/07/24	5pm-KSL News	5:00 PM-5:30 PM		:30			NM	1	\$1,800.00
		<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	-T-----				1	\$1,800.00			
N 13	KSLTV	05/08/24	05/08/24	5pm-KSL News	5:00 PM-5:30 PM		:30			NM	1	\$1,800.00
		<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	--W----				1	\$1,800.00			
N 14	KSLTV	05/09/24	05/09/24	5pm-KSL News	5:00 PM-5:30 PM		:30			NM	1	\$1,800.00
		<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	---T---				1	\$1,800.00			
N 15	KSLTV	05/04/24	05/04/24	5pm-Sa KSL News	5:00 PM-5:30 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S-				1	\$1,000.00			
N 16	KSLTV	05/03/24	05/03/24	6pm-KSL News	6:00 PM-6:30 PM		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	----F--				1	\$2,000.00			
N 17	KSLTV	05/06/24	05/06/24	6pm-KSL News	6:00 PM-6:30 PM		:30			NM	1	\$2,000.00
		<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	M-----				1	\$2,000.00			
N 18	KSLTV	05/07/24	05/07/24	6pm-KSL News	6:00 PM-6:30 PM		:30			NM	1	\$2,000.00
		<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	-T-----				1	\$2,000.00			
N 19	KSLTV	05/08/24	05/08/24	6pm-KSL News	6:00 PM-6:30 PM		:30			NM	1	\$2,000.00
		<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	--W----				1	\$2,000.00			
N 20	KSLTV	05/09/24	05/09/24	6pm-KSL News	6:00 PM-6:30 PM		:30			NM	1	\$2,000.00
		<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	---T---				1	\$2,000.00			
N 21	KSLTV	05/05/24	05/05/24	SUNDAY EDITION	9:00 AM-9:30 AM		:30			NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S				1	\$240.00			
N 22	KSLTV	05/04/24	05/04/24	SPORTS-SA KSL Sports Live	6:00 PM-6:30 PM		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S-				1	\$450.00			
N 23	KSLTV	05/05/24	05/05/24	Sunday Today Show	7:00 AM-8:00 AM		:30			NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S				1	\$240.00			
N 24	KSLTV	05/04/24	05/04/24	Saturday Today	5:00 AM-7:00 AM		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S-				1	\$80.00			
N 25	KSLTV	05/05/24	05/05/24	SPORTS-Su KSL Sports Live	11:00 PM-11:30 PM		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S				1	\$450.00			
N 26	KSLTV	05/03/24	05/03/24	Today with Hoda & Jen	10:00 AM-11:00 AM		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	---F--				2	\$300.00			
N 27	KSLTV	05/06/24	05/06/24	Today with Hoda & Jen	10:00 AM-11:00 AM		:30			NM	2	\$600.00
		<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	M-----				2	\$300.00			

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		<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	M-----				2	\$300.00			
N 28	KSLTV	05/07/24	05/07/24	Today with Hoda & Jen	10:00 AM-11:00 AM		:30			NM	2	\$600.00
		<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	-T-----				2	\$300.00			
N 29	KSLTV	05/08/24	05/08/24	Today with Hoda & Jen	10:00 AM-11:00 AM		:30			NM	2	\$600.00
		<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	--W----				2	\$300.00			
N 30	KSLTV	05/09/24	05/09/24	Today with Hoda & Jen	10:00 AM-11:00 AM		:30			NM	2	\$600.00
		<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	---T---				2	\$300.00			
N 31	KSLTV	05/04/24	05/04/24	Kentucky Derby	4:15 PM-5:30 PM		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S-				1	\$2,000.00			
N 32	KSLTV	05/05/24	05/05/24	5pm -Su KSL News	5:00 PM-5:30 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S				1	\$1,000.00			
Totals											47	\$28,810.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 -05/09/24	47	\$28,810.00	(\$4,321.50)	\$24,488.50
Totals	47	\$28,810.00	(\$4,321.50)	\$24,488.50

Signature: _____ **Date:** _____

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