





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

Becker for Mayor  
11150 Fairfax Blvd Suite 505  
Fairfax, VA 22030

## Contract #

2236190

### Schedule Dates

09/16/15-09/22/15

### Advertiser

Becker for Mayor (105262)

### Agency

Screen Strategies Media-Fairfax (15683)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

Becker for Mayor 9/16--9/22 EST 1598 (759189)

### Salesperson

HOUSE-SALT LAKE CITY, KUTV/KMYU (3004)

### Sales Office

KUTV/KMYU

### Buyer Name

/

### Phone/Fax

1598

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

Becker for Mayor (105262)

Screen Strategies Media-Fairfax (15683)

POLITICAL CANDIDATE (ns) (1186)

Becker for Mayor 9/16--9/22 EST 1598 (759189)

HOUSE-SALT LAKE CITY, KUTV/KMYU (3004)

/

1598

Local/Political Candidate Agency BRD

Standard

Comments

Date Entered 09/10/15

Last Modified 09/10/15

Entered By Chantryce Diehl

CO-OP No

### Headline #

Demo

### Order Type

Normal

### Package Deal

Commission %

Commission \$1,957.50

### Net Total

\$11,092.50

### Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month Spots

Sep. 2015 18

Grand Total: \$13,050.00

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
13.0	Normal Line / SPOT	09/16/15-09/18/15	2	:30	10:37P- CBS-The Late Show With Stephen Colbert	1			1	1	1			3	\$200.00	\$600.00	Salt Lake City (KUTV)		9/10/15
14.0	Normal Line / SPOT	09/21/15-09/22/15	2	:30	10:37P- CBS-The Late Show With Stephen Colbert	1	1							2	\$200.00	\$400.00	Salt Lake City (KUTV)		9/10/15

## CONFIRMATION CONTRACT

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

# Buy Detail Report

Revision #:      Date: 9/10/2015

**Client:** Becker for Mayor  
**Media:** TV  
**Product:** General  
**Market:** Salt Lake City-Ogden

**Estimate:** 1598  
**Description:** Becker for Mayor 9/16-22/2015 TV  
**Flight Start Date:** 9/16/2015 05:00 AM  
**Flight End Date:** 9/22/2015 12:00 AM  
**Survey:** Nov14 DMA Nielsen Live+SD  
**Buyer:** Caroline Bahng

**Separation between spots:** 15  
**Estimate:** 1598  
**Description:** Becker for Mayor 9/16-22/2015 TV  
**Flight Start Date:** 9/16/2015 05:00 AM  
**Flight End Date:** 9/22/2015 12:00 AM  
**Survey:** Nov14 DMA Nielsen Live+SD  
**Buyer:** Caroline Bahng

**Vendor:** KUTV-TV

**Send Billing To:** Screen Strategies Media  
 11150 Fairfax Blvd  
 Suite 505  
 Fairfax, VA 22030  
**Phone:** 703-272-7300

**Affiliation:** CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Wed 9/16	Thu 9/17	Fri 9/18	Sat 9/19	Sun 9/20	Mon 9/21	Tue 9/22	Total Spots
<b>KUTV-TV</b>												
38	MTuWThF 7:00a- 8:00a KUTV 7a News	EM	\$600.00	30		1	1				1	3
	Sold Out: Lowest Rate to Clear per KUTV											
39	MTuWThF 8:00a- 9:00a CBS This Morning	EM	\$500.00	30	1					1		2
	Sold Out: Lowest Rate to Clear per KUTV											
40	Sa 5:00a- 7:00a CBS Saturday Morn	EM	\$50.00	30				1				1
	Sold Out: Lowest Rate to Clear per KUTV											
41	MTuWThF 5:00p- 5:30p KUTV 5p News	EN	\$800.00	30						1		1
	Sold Out: Lowest Rate to Clear per KUTV											
42	MTuWThF 6:00p- 6:30p KUTV 6p News	EN	\$800.00	30			1					1
	Sold Out: Lowest Rate to Clear per KUTV											
43	Su 6:00p- 7:00p 60 Minutes	PT	\$1,500.00	30					1			1
	Sold Out: Lowest Rate to Clear per KUTV											
44	MTuWThF 10:00p-10:37p KUTV 10p News	LN	\$2,000.00	30		1				1		2
	Sold Out: Lowest Rate to Clear per KUTV											
45	Sa 10:00p-10:35p Saturday 10p News	LN	\$1,100.00	30				1				1
	Sold Out: Lowest Rate to Clear per KUTV											
46	Su 10:00p-10:35p Sunday 10p News	LN	\$1,000.00	30					1			1
	Sold Out: Lowest Rate to Clear per KUTV											

# Buy Detail Report

**Revision #:** **Date:** 9/10/2015

[illegible]

**Vendor:** KUTV-TV

**Estimate:** 1598

<b>Estimate:</b>	1598
<b>Description:</b>	Becker for Mayor 9/16-22/2015 TV

Flight Start Date: 9/16/2015 05:00 AM

Flight End Date:	9/22/2015	12:00 AM
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Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Wed 9/16	Thu 9/17	Fri 9/18	Sat 9/19	Sun 9/20	Mon 9/21	Tue 9/22	Total Spots
<b>KUTV-TV</b>													
47	MTuWThF 10:37p-11:38p	LF	\$200.00	30		1	1	1	1	1	1	1	5
Stephen Colbert													
Sold Out: Lowest Rate to Clear per KUTV													
<b>Total Spots:</b>													18
<b>Total Cost:</b>													\$13,050.00

**Disclaimer:**

**Signature:**

# 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

<b>Station and Location:</b>	
KUTV-TV	
<b>Date:</b> 9/10/2015	

I, \_\_\_\_\_  
Screen Strategies Media

being/on behalf of: \_\_\_\_\_  
Ralph Becker

a legally qualified candidate of the \_\_\_\_\_  
Democratic

political party for the office of: \_\_\_\_\_  
Mayor

in the \_\_\_\_\_  
General

election to be held on: \_\_\_\_\_  
11/3/2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$11,092.50

I represent that the payment for the above described broadcast time has been furnished by:

Becker for Mayor

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:

Matt Lyan

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).

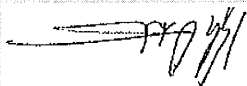
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

### To Be Signed By Candidate or Authorized Committee

Date

9/10/2015

Signature



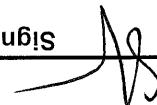
### To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature



Printed Name

Shannon Baker

Title

Manager