

2 of 4

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

REMARKS

NA'S ON LNS 1-3,7,8,11- MG ON LNS 16-22

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|---|----------|-----------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | *1 | SA | 8A-9A | GOOD DAY UTAH SAT. 8A | :30 | \$350.00 | 09/01-09/08 | 0 | 0 | 0 | \$0.00 | |
| | | [MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22] | | | | | | | | | | |
| | | V5 Effective Dates Changed | | | | | | | | | | |
| | *16 | TU-F,M | 1230P-1P | TMZ | :30 | \$100.00 | 08/28-09/10 | 5 | 2 | 10 | \$1,000.00 | |
| | | [MKGD FOR SPOTS MISSED ON LN #1: 9/01-9/08(1/WK), MKGD FOR SPOTS MISSED ON LN #2: 9/02-9/09(1/WK), MKGD FOR SPOTS MISSED ON LN #3: 8/28-9/10(3/WK), MKGD FOR SPOTS MISSED ON LN #7: 8/28-9/10(3/WK), MKGD FOR SPOTS MISSED ON LN #8: 8/28-9/10(3/WK), MKGD FOR SPOTS MISSED ON LN #11: 8/28-9/10(3/WK)] | | | | | | | | | | |
| | | V5 Added | | | | | | | | | | |
| | *47 | SA | 8A-9A | NEWS | :30 | \$500.00 | 09/01-09/01 | 1 | 1 | 1 | \$500.00 | |
| | | [PART OF A MKGD MADE UP OF LINES 16 17 18 19 20] | | | | | | | | | | |
| | | V5 Added | | | | | | | | | | |
| | *18 | SU | 8A-9A | NEWS | :30 | \$500.00 | 09/09-09/09 | 1 | 1 | 1 | \$500.00 | |
| | | [PART OF A MKGD MADE UP OF LINES 16 17 18 19 20] | | | | | | | | | | |
| | | V5 Added | | | | | | | | | | |
| | *29 | TU-F,M | 7A-8A | NEWS | :30 | \$475.00 | 08/28-09/10 | 1 | 2 | 2 | \$950.00 | |
| | | [PART OF A MKGD MADE UP OF LINES 16 17 18 19 20] | | | | | | | | | | |
| | | V5 Added | | | | | | | | | | |

Rep Order# 9796698 Ver# 5 Status Revised

Traffic Order# 569363

Printed: 08/27/2012 2:53 PM
Last Received: 08/27/2012 2:48 PM
Showing Buylines: All Rep Revised Lines

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Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1618
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1618
Flight Dates 08/28/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|--|----------|------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | *20 | TU-F,M | 11A-12P | NEWS | :30 | \$250.00 | 08/28-09/03 | 6 | 1 | 6 | \$1,500.00 | |
| | | [PART OF A MKGD MADE UP OF LINES 16 17 18 19 20] | | | | | | | | | | |
| | | V5 Added | | | | | | | | | | |
| | *21 | TU-F,M | 11A-12P | NEWS | :30 | \$250.00 | 09/04-09/10 | 5 | 1 | 5 | \$1,250.00 | |
| | | [PART OF A MKGD MADE UP OF LINES 16 17 18 19 20] | | | | | | | | | | |
| | | V5 Added | | | | | | | | | | |
| | *22 | TU-F,M | 4P-5P | DR OZ | :30 | \$400.00 | 08/28-09/10 | 2 | 2 | 4 | \$1,600.00 | |
| | | [PART OF A MKGD MADE UP OF LINES 16 17 18 19 20] | | | | | | | | | | |
| | | V5 Added | | | | | | | | | | |
| | *2 | SU | 8A-9A | GOOD DAY UTAH SUN. 8A | :30 | \$300.00 | 09/02-09/09 | 0 | 0 | 0 | \$0.00 | |
| | | [MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22] | | | | | | | | | | |
| | | V5 Effective Dates Changed | | | | | | | | | | |
| | *3 | TU-F,M | 7A-8A | GOOD DAY UTAH AT 7A | :30 | \$400.00 | 08/28-09/10 | 0 | 0 | 0 | \$0.00 | |
| | | [MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22] | | | | | | | | | | |
| | | V5 Effective Dates Changed | | | | | | | | | | |
| | *7 | TU-F,M | 11A-12P | FOX 13 NEWS-LIVE AT 11 | :30 | \$200.00 | 08/28-09/10 | 0 | 0 | 0 | \$0.00 | |
| | | [MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22] | | | | | | | | | | |
| | | V5 Effective Dates Changed | | | | | | | | | | |
| | *8 | TU-F,M | 1230P-1P | TMZ | :30 | \$100.00 | 08/28-09/10 | 0 | 0 | 0 | \$0.00 | |
| | | [MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22] | | | | | | | | | | |
| | | V5 Effective Dates Changed | | | | | | | | | | |
| | *11 | TU-F,M | 4P-5P | DR. OZ | :30 | \$300.00 | 08/28-09/10 | 0 | 0 | 0 | \$0.00 | |
| | | [MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22] | | | | | | | | | | |
| | | V5 Effective Dates Changed | | | | | | | | | | |

---REPORT TOTALS---

Rep Order# 9796698 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 569363

Printed: 08/27/2012 2:53 PM
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Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1618
Buyer Spencer Wood
Phone#
Fax#
Report Totals: 29 / \$7,300.00

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1618
Flight Dates 08/28/2012 - 09/10/2012
Hiatus Weeks

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---SALES MONTHLY TOTALS---

Sep 12: 62 / \$37,350.00

Sales Totals: 62 / \$37,350.00

Station Totals: 62 / \$37,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$149,699

| | | | | | | | | | |
|------|-----|------|----|------|-----|------|-----|------|-----|
| CABL | 0% | KDLJ | 0% | KJZZ | 4% | KSL | 26% | KSTU | 24% |
| KTVX | 13% | KDCW | 2% | KUTV | 28% | UNKB | 0% | UNKN | 0% |

Books null
Demos RA35+