



Station KSTU-TV SALT LAKE CITY, UT Agency ( ) WATERFRONT STRATEGIES  
 Advertiser ( ) POLITICAL ISSUE GROU 3050 K ST NW, #100  
 Product HOUSE MAJORITY PAC WASHINGTON, DC 20007  
 Estimate# 1618 Agency C/P1/P2/E 79/86/1618  
 Buyer Spencer Wood Flight Dates 08/28/2012 - 09/10/2012  
 Phone# Hiatus Weeks  
 Rep Firm ( ) WASHINGTON  
 Sales Office ( ) 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   |     |          |             |            |            |             |            |         |
|    | *23 | 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                       |     |          |             |            |            |             |            |         |
|    | *24 | 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                       |     |          |             |            |            |             |            |         |
|    | *25 | 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                       |     |          |             |            |            |             |            |         |
|    | *26 | 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                       |     |          |             |            |            |             |            |         |
|    | *27 | 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                       |     |          |             |            |            |             |            |         |

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

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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Report Totals: 29 / \$7,300.00

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

Books null  
Demos RA35+