

1 of 4

Showing Buylines: All Lines

Agency ()	NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
	815 SLATERS LANE	Sales Office ()	WASHINGTON
	ALEXANDRIA, VA 22314	Salesperson ()	JAMIE ANDRUS
Agency C/P1/P2/E	155/426/2602		
Flight Dates	10/05/2012 - 10/11/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	10/05-10/05	1	\$200.00	1
Rating: 2.8								
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/08-10/11	4	\$200.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
6	F	TODAY SHW	7A-8A	:30	10/05-10/05	1	\$450.00	1
Rating: 2.8								
7	M-TH	TODAY SHW	7A-8A	:30	10/08-10/11	4	\$450.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
11	SU	MEET PRESS-SUN	8A-9A	:30	10/07-10/07	1	\$150.00	1
Rating: 1.2								
12	F	KSL 5 NWS AT 5	5P-530P	:30	10/05-10/05	1	\$400.00	1
Rating: 2.8								
13	M-TH	KSL 5 NWS AT 5	5P-530P	:30	10/08-10/11	4	\$400.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
17	F	KSL 5 NWS AT 6	6P-630P	:30	10/05-10/05	1	\$500.00	1
Rating: 3.8								

Station KSL-TV SALT LAKE CITY Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm () WASHINGTON

Advertiser () NRCC-NATL REPUB CONG 815 SLATERS LANE Sales Office () JAMIE ANDRUS

Product NRCC IE 2012 ALEXANDRIA, VA 22314 Salesperson ()

Estimate# 2602 Agency C/P1/P2/E 155/426/2602 Salesperson Phone# 202-872-1155

Buyer TRACEY ROBINSON Flight Dates 10/05/2012 - 10/11/2012 Salesperson FAX#

Phone# Hiatus Weeks

Fax#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
37	SU	KSL 5 NWS-10	10P-1035P	:30	10/07-10/07	1	\$2,100.00	1
Rating: 8.6								
38	F	TONITE SHW	1035P-1137P	:30	10/05-10/05	1	\$550.00	1
Rating: 3.4								
39	M,TH	TONITE SHW	1035P-1137P	:30	10/08-10/11	2	\$550.00	2
Rating: 3.4								
41	SA	SPORTS BEAT SA	1035P-1105P	:30	10/06-10/06	1	\$375.00	1
Rating: 3.0								
42	SU	SPORTS BEAT SU	1035P-11P	:30	10/07-10/07	1	\$475.00	1
Rating: 4.4								

Buyline Comment: 1/DAY

---REPORT TOTALS---
Report Totals: 42 / \$28,850.00

---SALES MONTHLY TOTALS---

Oct 12: 42 / \$28,850.00
Sales Totals: 42 / \$28,850.00
Station Totals: 42 / \$28,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$96,167
CABL 0% KJZZ 0% KSL 30% KSTU 0% KTVX 0%
KUCW 0% KUTV 0% UNKN 70%

Books null
Demos RA35+

Last Received: 06/14/2012 1:53 PM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
 Advertiser () NRCC-NATL REPUB CONG
 Product NRCC IE 2012
 Estimate# 2602
 Buyer TRACEY ROBINSON
 Phone#
 Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 155/426/2602
 Flight Dates 10/05/2012 - 10/11/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JAMIE ANDRUS
 Salesperson Phone# 202-872-1155
 Salesperson FAX#