

1 of 3

Printed: 09/11/2012 4:10 PM
Last Received: 09/11/2012 4:08 PM
Showing Buylines: All Lines

Traffic Order#

Ver# 1 Status New

7902799

Rep Order# EC'd Yes

Agency ()	NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
	815 SLATERS LANE	Sales Office ()	WASHINGTON
	ALEXANDRIA, VA 22314	Salesperson ()	JAMIE ANDRUS
Agency C/P1/P2/E	155/426/3160		
Flight Dates	10/19/2012 - 10/25/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3160
Buyer KRISTY KOVATCH

--- CONTRACT COMMENT ---

*****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.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 1	5A-6A	:30	10/19-10/19	1	\$75.00	1
Rating: 0.7								
2	M-TH	KSL 5 NW TDY 1	5A-6A	:30	10/22-10/25	4	\$75.00	4
Rating: 0.7								
Buyline Comment: 1/DAY								
6	F	KSL 5 NWS-NOON<	12P-1P	:30	10/19-10/19	1	\$225.00	1
Rating: 1.8								
7	M-TH	KSL 5 NWS-NOON<	12P-1P	:30	10/22-10/25	4	\$225.00	4
Rating: 1.8								
Buyline Comment: 1/DAY								
11	SU	MEET PRESS-SUN	8A-9A	:30	10/21-10/21	1	\$300.00	1
Rating: 1.9								
12	F	TODAY SHW2	9A-10A	:30	10/19-10/19	1	\$240.00	1
Rating: 1.4								
13	M-TH	TODAY SHW2	9A-10A	:30	10/22-10/25	4	\$240.00	4
Rating: 1.4								
Buyline Comment: 1/DAY								
17	SU	SUN TODAY-NBC	7A-8A	:30	10/21-10/21	1	\$185.00	1
Rating: 1.0								

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Buyer KRISTY KOVATCH	Flight Dates 10/19/2012 - 10/25/2012	Salesperson Phone# 202-872-1155						
Phone#	Hiatus Weeks	Salesperson FAX#						
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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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18	F	KSL 5 NW TDY 2	6A-7A	:30	10/19-10/19	1	\$425.00	1
Rating: 2.1								
19	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/22-10/25	4	\$425.00	4
Rating: 2.1								
		Buyline Comment: 1/DAY						
23	SU	SU 4P NWS	4P-430P	:30	10/21-10/21	1	\$225.00	1
Rating: 1.1								
24	F	TONITE SHW-NBC<	1035P-1137P	:30	10/19-10/19	1	\$800.00	1
Rating: 3.2								
25	TU	TONITE SHW-NBC<	1035P-1137P	:30	10/23-10/23	1	\$800.00	1
Rating: 3.2								
26	SU	FTBL NITE AMR	5P-615P	:30	10/21-10/21	1	\$800.00	1
Rating: 3.0								
27	F	DATELINE FR-NBC	9P-10P	:30	10/19-10/19	1	\$1,400.00	1
Rating: 4.6								
28	M	TODAY SHW	7A-8A	:30	10/22-10/22	1	\$950.00	1
Rating: 2.8								
29	W	TODAY SHW	7A-8A	:30	10/24-10/24	1	\$950.00	1
Rating: 2.8								
30	SA	KSL 5 NWS-10	10P-1035P	:30	10/20-10/20	1	\$1,800.00	1
Rating: 5.0								
31	SU	KSL 5 NWS-10<	10P-1035P	:30	10/21-10/21	1	\$2,600.00	1
Rating: 5.9								

---REPORT TOTALS---

Report Totals: 31 / \$15,635.00

---SALES MONTHLY TOTALS---

Oct 12: 31 / \$15,635.00
Sales Totals: 31 / \$15,635.00
Station Totals: 31 / \$15,635.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$78,175
CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
Demos RA35+