

**CONTRACT**

**Bonneville**  
**55 North 300 West**  
**Suite 200**  
**Salt Lake City, UT 84101**  
**801-575-5674**

And:

**Ferguson & Associates**  
**4401-A Connecticut Ave NW**  
**Washington, DC 20008**

<u>Contract / Revision</u> 83564 /		<u>Alt Order #</u> 26582412
<u>Advertiser</u> <b>Market Institute</b>		<u>Original Date / Revision</u> 08/30/19 / 08/30/19
<u>Contract Dates</u> <b>09/03/19 - 09/13/19</b>	<u>Estimate #</u>	
<u>Product</u> <b>issue</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>KSL-TV</b>	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Katz Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KSLTV	09/03/19	09/13/19	6am -KSL News Today	6:00 AM-7:00 AM		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/02/19	09/08/19	--WTF--				1	\$280.00			
	Week:	09/09/19	09/15/19	MTWTF--				1	\$280.00			
N 2	KSLTV	09/03/19	09/13/19	7am -NBC Today Show	M-F 7-8am		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/02/19	09/08/19	--WTF--				1	\$550.00			
	Week:	09/09/19	09/15/19	MTWTF--				1	\$550.00			
N 3	KSLTV	09/08/19	09/08/19	SUNDAY EDITION	9:00 AM-9:30 AM		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/02/19	09/08/19	-----S				1	\$120.00			
N 4	KSLTV	09/03/19	09/13/19	5pm-KSL News	5:00 PM-5:30 PM		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/02/19	09/08/19	--WTF--				2	\$600.00			
	Week:	09/09/19	09/15/19	MTWTF--				2	\$600.00			
N 5	KSLTV	09/03/19	09/13/19	10pm M-F-KSL News	10:00 PM-10:35 PM		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/02/19	09/08/19	--WTF--				1	\$1,600.00			
	Week:	09/09/19	09/15/19	MTWTF--				1	\$1,600.00			
<b>Totals</b>											<b>11</b>	<b>\$7,380.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/26/19 -09/13/19	11	\$7,380.00	(\$1,107.00)	\$6,273.00
<b>Totals</b>	<b>11</b>	<b>\$7,380.00</b>	<b>(\$1,107.00)</b>	<b>\$6,273.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.