



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Richter 7  
280 S 400 W  
Ste 200  
Salt Lake City, UT 84101

# Contract # 3219219

Schedule Dates 02/20/18-03/09/18  
Advertiser Big Game Forever (122697)  
Agency Richter 7 (5898)  
Product POLITICAL ISSUE (ns) (1187)  
Brand 115/BGF Media (1005084)  
Salesperson HOUSE-SALT LAKE CITY, KUTV/KMYU/KJZZ  
Sales Office KUTV/KMYU/KJZZ  
Buyer Name /  
Phone/Fax 51/115/5734  
CPE Local/Political Issue Agency BRD  
Account Types Weekly/Irregular  
Billing Type Separation: 30  
Comments

Date Entered 02/19/18  
Last Modified 02/19/18  
Entered By Shannon Eaker  
CO-OP No  
Headline # A2554  
Demo Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,302.50  
Net Total \$13,047.50  
Sales Tax

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Feb. 2018	9	\$8,000.00
Mar. 2018	8	\$7,350.00
Grand Total:	17	\$15,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	02/20/18-02/23/18	3	1:00	7A- 8A (MST)	1	X	X	X	X	X			1	\$550.00	\$550.00	Salt Lake City (KUTV)	Daypart EM	2/19/18
2.0	Normal Line / SPOT	02/20/18-02/23/18	3	1:00	8A- 9A (MST)	1	X	X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	Daypart EM	2/19/18
3.0	Normal Line / News	02/20/18-02/23/18	3	1:00	5P- 5:30P (MST)	1	X	X	X	X	X			1	\$700.00	\$700.00	Salt Lake City (KUTV)	Daypart EN	2/19/18
4.0	Normal Line / News	02/26/18-03/02/18	3	1:00	5P- 5:30P (MST)	2	X	X	X	X	X			2	\$700.00	\$1,400.00	Salt Lake City (KUTV)	Daypart EN	2/19/18
5.0	Normal Line / News	03/05/18-03/09/18	3	1:00	5P- 5:30P (MST)	1	X	X	X	X	X			1	\$700.00	\$700.00	Salt Lake City (KUTV)	Daypart EN	2/19/18
6.0	Normal Line / News	02/24/18-02/24/18	3	1:00	5P- 6P (MST)	1						X		1	\$300.00	\$300.00	Salt Lake City (KUTV)	Daypart EN	2/19/18
7.0	Normal Line / News	03/03/18-03/03/18	3	1:00	5P- 6P (MST)	1						X		1	\$300.00	\$300.00	Salt Lake City (KUTV)	Daypart EN	2/19/18
8.0	Normal Line / News	02/25/18-02/25/18	3	1:00	5P- 6P (MST)	1						X		1	\$450.00	\$450.00	Salt Lake City (KUTV)	Daypart EN	2/19/18
9.0	Normal Line / News	03/04/18-03/04/18	3	1:00	5P- 6P (MST)	1						X		1	\$450.00	\$450.00	Salt Lake City (KUTV)	Daypart EN	2/19/18
10.0	Normal Line / Prime	02/24/18-02/24/18	3	1:00	7P- 8P- Big Brother (Saturday)								X	1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)	Daypart PT	2/19/18
11.0	Normal Line / News	02/20/18-02/23/18	3	1:00	10P- 10:37P (MST)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	Salt Lake City (KUTV)	Daypart LN	2/19/18
12.0	Normal Line / News	02/26/18-03/02/18	3	1:00	10P- 10:37P (MST)	2	X	X	X	X	X			2	\$1,500.00	\$3,000.00	Salt Lake City (KUTV)	Daypart LN	2/19/18
13.0	Normal Line / News	03/05/18-03/09/18	3	1:00	10P- 10:37P (MST)	1	X	X	X	X	X			1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)	Daypart LN	2/19/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

2/19/18

321 9219

## New Order

Agency: Richter7 Station: KUTV-TV Flight Start: 02/12/2018  
 Office: Salt Lake City Order Type: Normal Flight End: 03/11/2018  
 Client: 51 - Big Game Forever Cancel Date: Hlatus:  
 Product: 115 - BGF Media  
 Piggyback Product:  
 Estimate: 5734 - Big Game Forever 2018 Q1 TV Received in ePort: 2/16/2018 4:39:21 PM

Primary Demo: A25-54 Local/National: Local  
 Demo 2: Rep Office: KUTV-TV  
 Demo 3: AE: Shannon Eaker - Manager  
 GRP: 21.53 Phone:  
 CPP: \$712.96 OrderID: 7061031  
 GIMP: 0 Status: Forwarded  
 CPM: \$0.00  
 Comments: Separation: 30  
 Terms of Sale: PAYMENT:

Airtime Dollars: \$15,350.00  
 Interactive Dollars: \$0.00  
 Non-Airtime Dollars: \$0.00  
 Total Dollars: \$15,350.00  
 Total Spots: 17

MarketShare:

All invoices must be submitted electronically and must include estimate number or they will not get processed for payment. Richter7 places this order as an agent for our client, the advertiser. Our client is responsible for payment. Only if we fail to transmit funds we receive will we become liable to you. In order to ensure prompt payment from our client, your invoice should be received within 90 days from the last day of the month that the media ran. Neither Richter7 nor our client has an obligation to pay if your invoice is not received within 90 days, even if the media has been provided.  
 CANCELLATION:  
 Richter7 reserves the right to cancel this order at any time by giving the media company 2 weeks advanced notice.

### Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len					Total				
						2/12	2/19	2/26	3/5	Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 7A-8A 2NEWS THIS MORNING 7A	EM	\$550.00	C	60	0	1	0	0	1	1.00	\$550.00		
2	MTuWThF 8A-9A CBS THIS MORNING	EM	\$500.00	C	60	0	1	0	0	1	0.90	\$555.56		
3	MTuWThF 5P-5:30P 2NEWS AT 5P	EN	\$700.00	C	60	0	1	2	1	4	0.90	\$777.78		
4	Sa 5P-6P 2NEWS AT 5P SATURDAY	EN	\$300.00	C	60	0	1	1	0	2	0.61	\$491.80		
5	Su 5P-6P 2NEWS AT 6P SUNDAY	EN	\$450.00	C	60	0	1	1	0	2	0.60	\$750.00		
6	Sa 7P-8P BIG BROTHER SAT	PT	\$1,000.00	C	60	0	1	0	0	1	2.81	\$355.87		
7	MTuWThF 10P-10:37P 2NEWS AT 10P	LN	\$1,500.00	C	60	0	3	2	1	6	1.80	\$833.33		
Total Spots:						0	9	6	2					

## New Order (Page 2)

Agency:	Richter7	Station:	KUTV-TV	Order ID:	7061031
Client:	51 - Big Game Forever	Product:	115 - BGF Media	Estimate:	5734 - Big Game Forever 2018 Q1 TV
Flight Start:	02/12/2018	Flight End:	03/11/2018	Received in ePort:	2/16/2018 4:39:21 PM

Line	Daypart	DPT								Total	A25-54			
No	(Program)	Code	Rate	C/T	Len	2/12	2/19	2/26	3/5	Spots	Rtg	CPP	Imp	CPM
Total GRP:						0.0	12.2	6.6	2.7					
Cash\$ - Spots: \$15,360.00 - 17    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$15,360.00    Total GRP - CPP: 21.5 - \$712.96    Total GIMP(000) - CPM: 0 - \$0.00														