

Governor Herbert 2016 Primary TV Phase 3

6/9/2016

2:46 PM

Client: Governor Gary Herbert

Media: TV

Product: Media

Market: Salt Lake City-Ogden

Flight Date: 6/13/2016-7/3/2016

Estimate: 2097

Description: Governor Herbert 2016 Primary TV Phase 3

Survey: May16 Proj. (May15 HUT, Nov15 SHR) DMA Nielsen Live+SD

Buyer: Shannon Bukovinsky

of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Adults 35-64 RTG	Dur	6/13 6/19	Total Spots	STN Gross Cost	CPP
KSL-TV		M-F	EM	6:00a- 7:00a	KSL 5 NW TDY 2<	1.1	30	3	3	\$240.00	\$218.18
		M-F	EM	7:00a- 8:00a	TODAY SHW<	1.8	30	5	5	\$700.00	\$388.89
		M-F	EM	8:00a- 9:00a	TODAY SHW<	1.5	30	5	5	\$420.00	\$280.00
		M-F	EN	5:00p- 5:30p	KSL 5 NWS AT 5<	1.9	30	4	4	\$600.00	\$315.79
		M-F	EN	6:00p- 6:30p	KSL 5 NWS AT 6	2.9	30	10	10	\$750.00	\$258.62
		M-F	EN	6:30p- 7:00p	KSL PRIMETME 5	1.8	30	5	5	\$650.00	\$361.11
		M-F	LN	10:00p-10:37p	KSL 5 NWS- 10<	4.9	30	10	10	\$1,800.00	\$367.35
		Sa	LN	10:00p-10:30p	KSL5NWS- 10P SA	1.9	30	2	2	\$1,300.00	\$684.21
		Su	EM	8:00a- 9:00a	MEET PRESS-SUN	0.7	30	1	1	\$240.00	\$342.86
		Su	EM	9:00a- 9:30a	DESERET- NAT ED	0.5	30	1	1	\$160.00	\$320.00
		Su	EM	9:30a-10:00a	MUSIC&SPK N WRD	2.1	30	1	1	\$600.00	\$285.71
		Su	EM	10:00a-10:30a	HISTORY OF THE SAINTS	0.5	30	1	1	\$140.00	\$280.00
		Su	EN	5:00p- 5:30p	KSL 5 NWS- 5 SU	0.9	30	1	1	\$380.00	\$422.22
		Su	LN	10:00p-10:30p	KSL 5 NWS- 10	3.1	30	2	2	\$1,825.00	\$588.71
		Su	LN	10:30p-11:00p	KSL 5 NW- 10:30	2.5	30	2	2	\$800.00	\$320.00
Station Total:						134.1			53	\$46,840.00	

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Station	Affil	Day	DP	Time	Program	Adults 35-64 RTG	Dur	6/13 6/19		Total Spots	STN Gross Cost
Spots Per Week								53		53	
Cost Per Week								46,840		46,840	
TRPs Per Week								134.1		134.1	

SCHEDULE TOTALS

TOTAL SPOTS:	53
TOTAL COST:	\$46,840.00
TOTAL Adults 35-64 TRPs:	134.1
TOTAL Adults 35-64 CPP:	\$349.29
TOTAL Adults 35-64 Reach Pct/Frequency:	34.5%/3.9

Agreed to and Accepted by: _____

Disclaimer:

Upon receipt, please approve and send fax signed confirmation of order and added value to agency.

All makegoods must be pre-approved by agency and run within flight weeks of same broadcast month. (Add special call-outs/restrictions - no animation, etc)

All buys will be monitored on a weekly basis. Post logs with ratings (HH or LPM demo) are due to buyer agency on Tuesday following on-air week.

Ratings will be guaranteed to 95 index at minimum within same daypart as purchased against Live/Same Day ratings. All makegood weight must be pre-approved by buyer. Added-value bonus spots will not count towards guarantee.

Competitive and Separation must be adhered to –

- spots must not run fewer than 30 minutes apart

- spot should not air within same pod as like advertiser (Include competitive set and/or special call-outs.)

Standard two-week written cancellation applies.

These terms and conditions supersede any other terms or agreements between you and agency .