



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

Donna McAleer Congressional Campaign-D  
PO Box 781731  
Park City, UT 84098

# Contract # 1954435

**Schedule Dates** 10/19/14-11/03/14  
**Advertiser** Donna McAleer for Congress-D (94067)  
**Agency** Donna McAleer Congressional Campaign-D (16050)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 10/19 - 11/4 KUTV (669263)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** Stern, Jeff  
**Phone/Fax** (424) 227-0180 /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency/ BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/16/14  
**Last Modified** 10/21/14  
**Entered By** Kristen Henderson  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,729.50  
**Net Total** \$9,800.50  
**Sales Tax**

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2014	10	\$3,720.00
Nov. 2014	20	\$7,810.00
<b>Grand Total:</b>	<b>30</b>	<b>\$11,530.00</b>

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	10/27/14-10/31/14	2	:30	6A- 8A (MST)	4	X	X	X	X	X			4	\$325.00	\$1,300.00	Salt Lake City (KUTV)		10/16/14
2.0	Normal Line / News	11/03/14-11/03/14	2	:30	6A- 8A (MST)	1								1	\$325.00	\$325.00	Salt Lake City (KUTV)		10/16/14
3.0	Normal Line / News	10/20/14-10/31/14	2	:30	11:59-45A- News-2 News at Noon	3	X	X	X	X	X			6	\$200.00	\$1,200.00	Salt Lake City (KUTV)		10/16/14
4.0	Normal Line / News	11/03/14-11/03/14	2	:30	11:59-45A- News-2 News at Noon	1								1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/16/14
5.0	Normal Line / SPOT	10/20/14-10/24/14	2	:30	3:58P- Ellen DeGeneres Show	3	X	X	X	X	X			3	\$400.00	\$1,200.00	Salt Lake City (KUTV)		10/16/14
6.0	Normal Line / SPOT	10/27/14-10/31/14	2	:30	3:58P- Ellen DeGeneres Show	4	X	X	X	X	X			4	\$400.00	\$1,600.00	Salt Lake City (KUTV)		10/16/14
7.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	3:58P- Ellen DeGeneres Show	1								1	\$400.00	\$400.00	Salt Lake City (KUTV)		10/16/14
8.0	Normal Line / News	10/27/14-10/31/14	2	:30	5:59P- News-2 News at 6p	3	X	X	X	X	X			3	\$500.00	\$1,500.00	Salt Lake City (KUTV)		10/16/14
9.0	Normal Line / News	11/01/14-11/01/14	2	:30	10P- News-2 News at 10p	1						1		1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		10/16/14
10.0	Normal Line / News	10/19/14-11/02/14	1	:30	7:58A- CBS-News Sunday Morning	1						1		3	\$585.00	\$1,755.00	Salt Lake City (KUTV)		10/16/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*Donna McAleer* 10/21/14 **REVISION #1**



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Advertiser	Donna McAleer for Congress-D (94067)	Last Modified	10/21/14
Agency	Donna McAleer Congressional Campaign-D (16050)	Entered By	Kristen Henderson
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	10/19 - 11/4 KUTV (669263)	Headline #	
Salesperson	Henderson, Kristen (2948)	Demo	
Sales Office	KUTV/KMYU	Order Type	Normal
Buyer Name	Stern, Jeff	Package Deal	
Phone/Fax	(424) 227-0180 /	Commission %	15.00
CPE	N/A	Commission	\$1,729.50
Account Types	Local/Political Candidate Agency BRD	Net Total	\$9,800.50
Billing Type	Standard	Sales Tax	
Comments			

Salt Lake City (KUTV)		Rate
By Broadcast Month	Spots	
Oct. 2014	10	\$3,720.00
Nov. 2014	20	\$7,810.00
Grand Total:	30	\$11,530.00

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
11.0	Normal Line / News	10/26/14-11/02/14	2	:30	7A- News-2 News This Morning 7a								1	2	\$300.00	\$600.00	Salt Lake City (KUTV)		10/16/14
12.0	Normal Line / News	10/23/14-10/23/14	5	:30	9:16P- News-2 News Special				1					1	\$450.00	\$450.00	Salt Lake City (KUTV)		10/21/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# DONNA MCALEER - REVISED 10/21/14

Advertiser: DONNA MCALEER  
 Agency: DONNA MCALEER  
 Buyer: JEFF STERN  
 Length(s): :30  
 Proposal #: 510177  
 Market [Rank]: SALT LAKE CITY [34]  
 Books: Q4 Estimates SALT LAKE CITY-L7  
 Flight Dates: 10/13/14 - 11/03/14

Station Contact:  
 Name: Kristen Henderson  
 Phone: (801) 839-1119  
 Fax: (801) 839-1101  
 Email: khenderson@kutv2.com

Program	Rate	Oct	Oct	Oct	Nov	Cost	W2564	W35+		
DP Days Time	Weeks	13	20	27	3	Spots	000 CPM/SHR	000 CPM/SHR		
KUTV										
THURS NIGHT 2NEWS SPECIAL POST	\$450	-	1	-	-	\$450	17.2	24.7		
NFL										
N THU 9:15A-10:00P	1					1	\$26.16	\$18.22		
							14.3	17.0		
2NEWS THIS MORNING @ 6AM	\$325	-	-	4	1	\$1,625	19.1	23.4		
M M-F 6:00A- 8:00A	2					5	\$17.02	\$13.89		
							31.6	32.7		
2NEWS @ NOON	\$200	-	3	3	1	\$1,400	7.6	23.7		
D M-F 12:00P- 1:00P	3					7	\$26.32	\$8.44		
							13.4	29.1		
ELLEN	\$400	-	3	4	1	\$3,200	21.6	21.4		
E M-F 4:00P- 5:00P	3					8	\$18.52	\$18.69		
							24.2	16.7		
2NEWS @ 6PM	\$500	-	-	3	-	\$1,500	16.8	23.4		
R M-F 6:00P- 6:30P	1					3	\$29.76	\$21.37		
							10.3	10.9		
2NEWS @ 10PM/SAT	\$1,000	-	-	1	-	\$1,000	39.3	77.6		
T SAT 10:00P-10:35P	1					1	\$25.45	\$12.89		
							20.4	29.3		
2NEWS @ 7AM/SUN	\$300	-	1	1	-	\$600	11.2	12.4		
M SUN 7:00A- 8:00A	2					2	\$26.79	\$24.19		
							24.1	22.0		
CBS SUNDAY MORNING	\$585	1	1	1	-	\$1,755	15.1	25.4		
M SUN 8:00A- 9:30A	3					3	\$38.74	\$23.03		
							22.0	30.5		

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
W2564	30	\$11,530	496.10	\$23.24	38.44	1.87	265,634	691,035
W35+			727.60	\$15.85	48.55	2.33	312,784	644,252

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$1729.50	\$9,800.50

Dayparts: D - DAYTIME; E - EARLY FRINGE; M - MORNING; N - NEWS; R - EARLY NEWS; T - LATE NEWS

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_