

Client: Orrin Hatch
 Product: Media
 Campaign: Hatch - General - Spot TV :30

Station Order

R&R Partners
 837 East South Temple
 Salt Lake City, UT 84102
 801-746-5926

Rev #: 0
 Flight From: 10/08/2012 to 11/04/2012

Estimate No.: 500-400
 Contract No.:
 Job No.:

Buyer Name: Amy Pedro
 Sweeps: Share May 2012 -> HUT/PUT Nov 11

Market: SALT LAKE CITY
 Station: KSL
 Station Contact: Craig Lewis

Actg. Order No.: 34595
 WS Order No.: 33516
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Oct 08	Oct 15	Oct 22	Oct 29	Total Spots	DMA P 35-64 (R)	
1	MTWRF-- 05:00A-06:00A	EM 30	KSL EARLY TODA	\$40.00 \$40.00	.	.	1	.	1	0.7 \$57.14	
Comment: PREEMPT W NOTICE											
2	MTWRF-- 05:00A-06:00A	EM 30	KSL EARLY TODA	\$100.00 \$300.00	1	1	.	1	3	0.7 \$142.86	
Comment: NON PREEMPT											
3	MTWRF-- 06:00A-07:00A	EM 30	KSL NEWS TODAY	\$200.00 \$200.00	1	.	.	.	1	2.0 \$100.00	
Comment: PREEMPT W NOTICE											
4	MTWRF-- 06:00A-07:00A	EM 30	KSL NEWS TODAY	\$475.00 \$1,425.00	.	1	1	1	3	2.0 \$237.50	
Comment: NON PREEMPT											
5	MTWRF-- 07:00A-08:00A	EM 30	TODAY SHOW	\$1,300.00 \$5,200.00	1	1	1	1	4	2.7 \$481.48	
Comment: NON PREEMPT											
6	MTWRF-- 08:00A-09:00A	EM 30	TODAY SHOW	\$350.00 \$350.00	.	.	1	.	1	2.1 \$166.67	
Comment: PREEMPT W NOTICE											
7	MTWRF-- 08:00A-09:00A	EM 30	TODAY SHOW	\$700.00 \$2,100.00	1	1	.	1	3	2.1 \$333.33	
Comment: NON PREEMPT											
8	MTWRF-- 05:00P-05:30P	EN 30	NEWS AT 5P	\$775.00 \$3,100.00	1	1	1	1	4	2.0 \$387.50	
Comment: NON PREEMPT											
9	MTWRF-- 06:00P-06:30P	EN 30	NEWS AT 6P	\$950.00 \$3,800.00	1	1	1	1	4	3.0 \$316.67	
Comment: NON PREEMPT											
10	MTWRF-- 10:00P-10:35P	LN 30	NEWS AT 10P	\$2,700.00 \$10,800.00	1	1	1	1	4	5.5 \$490.91	
Comment: NON PREEMPT											
					\$27,315.00	7	7	7	7	28	

18.0 18.0
 18.0 18.0

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	21	54.0	\$20,315.00	\$376.20
Nov	7	18.0	\$7,000.00	\$388.89
	28	72.0	\$27,315.00	\$379.38

Advertiser: Orrin Hatch
Campaign: Hatch - General - Spot TV :30

Station Order
SALT LAKE CITY - TV

Station: KSL

Monthly Totals				
<u>Month</u>	<u>Spots</u>	<u>GRP/GRIs</u>	<u>Station Gross Dollars</u>	<u>Station Gross CPP/CPM</u>

Comments

Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Pedro at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: _____