

Client: Orrin Hatch  
 Product: Media  
 Campaign: Hatch - General - Spot TV :60

# 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.: 500-401  
 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.: 34600  
 WS Order No.: 33521  
 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 60	KSL EARLY TODA	\$80.00 \$160.00	.	.	2	.	2	0.7 \$114.29	
Comment: PREEMPT W NOTICE											
2	MTWRF-- 05:00A-06:00A	EM 60	KSL EARLY TODA	\$200.00 \$1,200.00	2	2	.	2	6	0.7 \$285.71	
Comment: NON PREEMPT											
3	MTWRF-- 06:00A-07:00A	EM 60	KSL NEWS TODAY	\$400.00 \$1,200.00	3	.	.	.	3	2.0 \$200.00	
Comment: PREEMPT W NOTICE											
4	MTWRF-- 06:00A-07:00A	EM 60	KSL NEWS TODAY	\$950.00 \$8,550.00	.	3	3	3	9	2.0 \$475.00	
Comment: NON PREEMPT											
5	MTWRF-- 07:00A-08:00A	EM 60	TODAY SHOW	\$2,600.00 \$20,800.00	2	2	2	2	8	2.7 \$962.96	
Comment: NON PREEMPT											
6	MTWRF-- 08:00A-09:00A	EM 60	TODAY SHOW	\$700.00 \$700.00	.	.	1	.	1	2.1 \$333.33	
Comment: PREEMPT W NOTICE											
7	MTWRF-- 08:00A-09:00A	EM 60	TODAY SHOW	\$1,400.00 \$4,200.00	1	1	.	1	3	2.1 \$666.67	
Comment: NON PREEMPT											
8	MTWRF-- 05:00P-05:30P	EN 60	NEWS AT 5P	\$1,550.00 \$12,400.00	2	2	2	2	8	2.0 \$775.00	
Comment: NON PREEMPT											
9	MTWRF-- 06:00P-06:30P	EN 60	NEWS AT 6P	\$1,900.00 \$22,800.00	3	3	3	3	12	3.0 \$633.33	
Comment: NON PREEMPT											
10	MTWRF-- 10:00P-10:35P	LN 60	NEWS AT 10P	\$5,400.00 \$43,200.00	2	2	2	2	8	5.5 \$981.82	
Comment: NON PREEMPT											
					\$115,210.00	15	15	15	15	60	
						38.9		38.9			
							38.9	38.9			

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	45	116.7	\$85,760.00	\$734.88
Nov	15	38.9	\$29,450.00	\$757.07
	60	155.6	\$115,210.00	\$740.42

Advertiser: Orrin Hatch  
Campaign: Hatch - General - Spot TV :60

**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: \_\_\_\_\_