Station KSL-TV SALT LAKE CITY
Advertiser ( ) NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2604
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2604
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- **CONTRACT COMMENT** ---

**********NONDISCRIMINATION********** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	10/19-10/19	2	$200.00	2
Rating: 2.8								
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/22-10/25	7	$200.00	7
Rating: 2.8								
		Buyline Comment: 2/DAY M,W,TH 1/DAY TU						
6	F	TODAY SHW	7A-8A	:30	10/19-10/19	1	$450.00	1
Rating: 2.8								
7	M-TH	TODAY SHW	7A-8A	:30	10/22-10/25	4	$450.00	4
Rating: 2.8								
		Buyline Comment: 1/DAY						
11	SU	MEET PRESS-SUN	8A-9A	:30	10/21-10/21	1	$150.00	1
Rating: 1.2								
12	F	TODAY SHW2	9A-10A	:30	10/19-10/19	1	$200.00	1
Rating: 1.4								
13	M-TH	TODAY SHW2	9A-10A	:30	10/22-10/25	4	$200.00	4
Rating: 1.4								
		Buyline Comment: 1/DAY						
17	F	RACHAEL RAY	10A-11A	:30	10/19-10/19	1	$180.00	1
Rating: 1.4								

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18	M-TH	RACHAEL RAY	10A-11A	:30	10/22-10/25	4	$180.00	4
Rating: 1.4								
		Buyline Comment: 1/DAY						
22	F	KSL 5 NWS-NOON	12P-1P	:30	10/19-10/19	1	$200.00	1
Rating: 1.2								
23	M-TH	KSL 5 NWS-NOON	12P-1P	:30	10/22-10/25	4	$200.00	4
Rating: 1.2								
		Buyline Comment: 1/DAY						
27	F	KATIE COURIC	4P-5P	:30	10/19-10/19	1	$160.00	1
Rating: 1.6								
28	M-TH	KATIE COURIC	4P-5P	:30	10/22-10/25	4	$160.00	4
Rating: 1.6								
		Buyline Comment: 1/DAY						
32	F	KSL 5 NWS AT 5	5P-530P	:30	10/19-10/19	1	$400.00	1
Rating: 2.8								
33	M-TH	KSL 5 NWS AT 5	5P-530P	:30	10/22-10/25	4	$400.00	4
Rating: 2.8								
		Buyline Comment: 1/DAY						
37	F	KSL 5 NWS AT 6	6P-630P	:30	10/19-10/19	1	$500.00	1
Rating: 3.8								
38	M-TH	KSL 5 NWS AT 6	6P-630P	:30	10/22-10/25	4	$500.00	4
Rating: 3.8								
		Buyline Comment: 1/DAY						
42	SA	KSL 5 NWS AT 6	6P-630P	:30	10/20-10/20	1	$225.00	1
Rating: 2.4								

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43	F	KSL 5 NWS-6:30	630P-7P	:30	10/19-10/19	1	$400.00	1
Rating: 3.0								
44	M-TH	KSL 5 NWS-6:30	630P-7P	:30	10/22-10/25	4	$400.00	4
Rating: 3.0								
		Buyline Comment: 1/DAY						
48	SA	GAME NIGHT LVE	630P-7P	:30	10/20-10/20	1	$125.00	1
Rating: 0.8								
49	F	WHO ARE YOU?	7P-8P	:30	10/19-10/19	1	$1,100.00	1
Rating: 4.6								
50	F	DATELNE FR-NBC	9P-10P	:30	10/19-10/19	1	$1,100.00	1
Rating: 3.4								
51	SU	NBC SUN-FTBL	615P-930P	:30	10/21-10/21	1	$3,500.00	1
Rating: 8.5								
52	SU	KSL NFL EDITION	930P-10P	:30	10/21-10/21	1	$800.00	1
Rating: 6.7								
53	F	KSL 5 NWS-10	10P-1035P	:30	10/19-10/19	1	$1,800.00	1
Rating: 7.3								
54	M-TH	KSL 5 NWS-10	10P-1035P	:30	10/22-10/25	4	$1,800.00	4
Rating: 7.3								
		Buyline Comment: 1/DAY						
58	M,W	TONITE SHW-NBC	1035P-1137P	:30	10/22-10/24	2	$550.00	2
Rating: 3.4								
		Buyline Comment: 1/DAY						

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
60	SU	SPORTS BEAT SU	1035P-11P	:30	10/21-10/21	1	$475.00	1

Rating: 4.4

---REPORT TOTALS---

Report Totals: 64 / $31,825.00

---SALES MONTHLY TOTALS---

Oct 12: 64 / $31,825.00
Sales Totals: 64 / $31,825.00
Station Totals: 64 / $31,825.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$106,083	CABL	0%	KJZZ	0%	KSL	30%	KSTU	0%	KTVX	0%		
		KUCW	0%	KUTV	0%	UNKN	70%						

Books null
Demos RA35+