Rep Order# 7913334 **Ver#** 1 **Status** New **Traffic Order#**
EC'd Yes

Printed: 10/16/2012 12:25 PM
Last Received: 10/16/2012 12:19 PM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser ( ) NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3420
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
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#

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— 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.

— REMARKS —

NEW ORDER NRCC. PLS CONFIRM. THANKS! JAMIE

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 1	5A-6A	:30	10/19-10/19	1	$115.00	1
Rating: 0.7								
2	M	KSL 5 NW TDY 1	5A-6A	:30	10/22-10/22	1	$115.00	1
Rating: 0.7								
3	TU	KSL 5 NW TDY 1	5A-6A	:30	10/23-10/23	1	$115.00	1
Rating: 0.7								
4	W	KSL 5 NW TDY 1	5A-6A	:30	10/24-10/24	1	$115.00	1
Rating: 0.7								
5	TH	KSL 5 NW TDY 1	5A-6A	:30	10/25-10/25	1	$115.00	1
Rating: 0.7								
6	TU	KSL 5 NW TDY 2	6A-7A	:30	10/23-10/23	1	$525.00	1
Rating: 2.1								
7	F	TODAY SHW	8A-9A	:30	10/19-10/19	1	$700.00	1
Rating: 2.8								
8	M	TODAY SHW	8A-9A	:30	10/22-10/22	1	$700.00	1
Rating: 2.8								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
9	TU	TODAY SHW	8A-9A	:30	10/23-10/23	1	$700.00	1
Rating: 2.8								
10	W	TODAY SHW	8A-9A	:30	10/24-10/24	1	$700.00	1
Rating: 2.8								
11	TH	TODAY SHW	8A-9A	:30	10/25-10/25	1	$700.00	1
Rating: 2.8								
12	SU	SUN TODAY	7A-8A	:30	10/21-10/21	2	$225.00	2
Rating: 1.0								
13	F	TODAY SHW2	9A-10A	:30	10/19-10/19	1	$275.00	1
Rating: 1.4								
14	M	TODAY SHW2	9A-10A	:30	10/22-10/22	1	$275.00	1
Rating: 1.4								
15	TU	TODAY SHW2	9A-10A	:30	10/23-10/23	1	$275.00	1
Rating: 1.4								
16	W	TODAY SHW2	9A-10A	:30	10/24-10/24	1	$275.00	1
Rating: 1.4								
17	TH	TODAY SHW2	9A-10A	:30	10/25-10/25	1	$275.00	1
Rating: 1.4								
18	F	KSL 5 NWS-NOON	12P-1P	:30	10/19-10/19	1	$330.00	1
Rating: 1.8								
19	M	KSL 5 NWS-NOON	12P-1P	:30	10/22-10/22	1	$330.00	1
Rating: 1.8								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
20	TU	KSL 5 NWS-NOON	12P-1P	:30	10/23-10/23	1	$330.00	1
Rating: 1.8								
21	W	KSL 5 NWS-NOON	12P-1P	:30	10/24-10/24	1	$330.00	1
Rating: 1.8								
22	TH	KSL 5 NWS-NOON	12P-1P	:30	10/25-10/25	1	$330.00	1
Rating: 1.8								
23	F	KATIE COURIC	4P-5P	:30	10/19-10/19	1	$300.00	1
Rating: 1.6								
24	M	KATIE COURIC	4P-5P	:30	10/22-10/22	1	$300.00	1
Rating: 1.6								
25	TU	KATIE COURIC	4P-5P	:30	10/23-10/23	1	$300.00	1
Rating: 1.6								
26	W	KATIE COURIC	4P-5P	:30	10/24-10/24	1	$300.00	1
Rating: 1.6								
27	TH	KATIE COURIC	4P-5P	:30	10/25-10/25	1	$300.00	1
Rating: 1.6								
28	F	GAME DAY FRIDAY	630P-7P	:30	10/19-10/19	1	$500.00	1
Rating: 2.0								
29	SU	SUN 4P NEWS	4P-430P	:30	10/21-10/21	1	$225.00	1
Rating: 1.5								
30	SU	KSL NFL EDITION	930P-10P	:30	10/21-10/21	1	$1,100.00	1
Rating: 6.9								
31	SA	KSL5NWS-10P SA	10P-1035P	:30	10/20-10/20	1	$2,200.00	1
Rating: 5.7								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
32	SU	KSL 5 NWS-10	10P-1035P	:30	10/21-10/21	1	$3,000.00	1
Rating: 7.4								
33	F	TONITE SHW-NBC	1035P-1137P	:30	10/19-10/19	2	$800.00	2
Rating: 3.5								
34	M	TONITE SHW-NBC	1035P-1137P	:30	10/22-10/22	1	$800.00	1
Rating: 3.5								
35	TU	TONITE SHW-NBC	1035P-1137P	:30	10/23-10/23	2	$800.00	2
Rating: 3.5								
36	W	TONITE SHW-NBC	1035P-1137P	:30	10/24-10/24	1	$800.00	1
Rating: 3.5								
37	TH	TONITE SHW-NBC	1035P-1137P	:30	10/25-10/25	2	$800.00	2
Rating: 3.5								
38	SA	SPORTS BEAT SA	1035P-1105P	:30	10/20-10/20	1	$600.00	1
Rating: 2.8								

---REPORT TOTALS---

Report Totals: 42 / $23,600.00

---SALES MONTHLY TOTALS---

Oct 12: 42 / $23,600.00
Sales Totals: 42 / $23,600.00
Station Totals: 42 / $23,600.00
Lines not sent/rcld/rtrn: 0 / $0.00

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EC'd Yes

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—COMPETITIVE—

Market Totals	$118,000	CABL	0%	KJZZ	0%	KSL	20%	KSTU	0%	KTVX	0%	KUCW	0%	KUTV	0%
NSL	0%	UNKN	80%												

Books null
Demos RA35+