Station KSL-TV SALT LAKE CITY
Advertiser ( ) NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2605
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2605
Flight Dates 10/26/2012 - 11/06/2012
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 CONTRAC 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	10/26-10/26	1	$200.00	1
Rating: 2.8								
2	TU,F	KSL 5 NW TDY 2	6A-7A	:30	10/30-11/02	2	$200.00	2
Rating: 2.8								
		Buyline Comment: 1/DAY						
4	M-TU	KSL 5 NW TDY 2	6A-7A	:30	11/05-11/06	2	$200.00	2
Rating: 2.8								
		Buyline Comment: 1/DAY						
6	W-F	TODAY SHW	7A-8A	:30	10/31-11/02	3	$450.00	3
Rating: 2.8								
		Buyline Comment: 1/DAY						
9	M-TU	TODAY SHW	7A-8A	:30	11/05-11/06	2	$450.00	2
Rating: 2.8								
		Buyline Comment: 1/DAY						
11	SU	MEET PRESS-SUN	8A-9A	:30	10/28-10/28	1	$150.00	1
Rating: 1.2								
12	F	TODAY SHW2	9A-10A	:30	10/26-10/26	1	$200.00	1
Rating: 1.4								
13	M	TODAY SHW2	9A-10A	:30	11/05-11/05	1	$200.00	1
Rating: 1.4								

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14	TU,F	KATIE COURIC	4P-5P	:30	10/30-11/02	2	$160.00	2
Rating: 1.6								
		Buyline Comment: 1/DAY						
16	F	KSL 5 NWS AT 5	5P-530P	:30	10/26-10/26	1	$400.00	1
Rating: 2.8								
17	M-TH	KSL 5 NWS AT 5	5P-530P	:30	10/29-11/01	4	$400.00	4
Rating: 2.8								
		Buyline Comment: 1/DAY						
21	F	KSL 5 NWS AT 6	6P-630P	:30	10/26-10/26	1	$500.00	1
Rating: 3.8								
22	M-W,F	KSL 5 NWS AT 6	6P-630P	:30	10/29-11/02	4	$500.00	4
Rating: 3.8								
		Buyline Comment: 1/DAY						
26	SA	KSL 5 NWS AT 6	6P-630P	:30	10/27-10/27	1	$225.00	1
Rating: 2.4								
27	M,W-F	KSL 5 NWS-6:30	630P-7P	:30	10/29-11/02	4	$400.00	4
Rating: 3.0								
		Buyline Comment: 1/DAY						
31	M	KSL 5 NWS-6:30	630P-7P	:30	11/05-11/05	1	$400.00	1
Rating: 3.0								
32	SA	GAME NIGHT LVE	630P-7P	:30	11/03-11/03	1	$125.00	1
Rating: 0.8								
33	SU	NBC SUN-FTBL	615P-930P	:30	10/28-10/28	1	$3,500.00	1
Rating: 8.5								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
34	SU	KSL NFL EDITION	930P-10P	:30	10/28-10/28	1	$800.00	1
Rating: 6.7								
35	SU	KSL NFL EDITION	930P-10P	:30	11/04-11/04	1	$800.00	1
Rating: 6.7								
36	M-TU,TH	KSL 5 NWS-10	10P-1035P	:30	10/29-11/01	3	$1,800.00	3
Rating: 7.3								
		Buyline Comment: 1/DAY						
39	M	KSL 5 NWS-10	10P-1035P	:30	11/05-11/05	1	$1,800.00	1
Rating: 7.3								
40	F	TONITE SHW	1035P-1137P	:30	10/26-10/26	1	$550.00	1
Rating: 3.4								
41	M,W-TH	TONITE SHW	1035P-1137P	:30	10/29-11/01	3	$550.00	3
Rating: 3.4								
		Buyline Comment: 1/DAY						
44	SA	SPORTS BEAT SA	1035P-1105P	:30	11/03-11/03	1	$375.00	1
Rating: 3.0								
45	SU	SPORTS BEAT SU	1035P-11P	:30	10/28-10/28	1	$475.00	1
Rating: 4.4								

—REPORT TOTALS—

Report Totals: 45 / $26,320.00

—SALES MONTHLY TOTALS—

Oct 12: 10 / $7,000.00 Nov 12: 35 / $19,320.00

Rep Order# 7880906 **Ver#** 1 **Mod#** 0 **Status** Confirmed **Traffic Order#** 23695 **Printed:** 08/10/2012 10:24 AM
EC'd Yes **Last Received:** 06/14/2012 2:41 PM
Showing Buylines: All Lines

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Sales Totals: 45 / $26,320.00
Station Totals: 45 / $26,320.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$87,733	CABL	0%	KJZZ	0%	KSL	30%	KSTU	0%	KTVX	0%		
		KUCW	0%	KUTV	0%	UNKN	70%						

Books null
Demos RA35+