

Client: Governor Gary Herbert  
 Product: media  
 Campaign: Herbert - Spot TV - General :60

### Station Order

R&R Partners, Inc.  
 900 South Pavilion Center Drive  
 Las Vegas, NV 89144  
 702.228.0222

Rev #: 0  
 Flight From: 09/24/2012 to 11/04/2012

Estimate No.: 400-401  
 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.: 34378  
 WS Order No.: 33299  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross							Total Spots	DMA P 35-64 (R)	DMA HH (R)
				Rate/ Total	Sep 24	Oct 01	Oct 08	Oct 15	Oct 22	Oct 29			
1	MTWRF-- 05:00A-06:00A	EM 60	KSL EARLY TODA	\$60.00 \$360.00	2	(H)	2	2	.	.	6	0.7 \$85.71	0.7 \$85.71
Comment: PREEMPT W NOTICE													
2	MTWRF-- 05:00A-06:00A	EM 60	KSL EARLY TODA	\$160.00 \$640.00	.	(H)	.	.	2	2	4	0.7 \$228.57	0.7 \$228.57
Comment: NON PREEMPT													
3	MTWRF-- 06:00A-07:00A	EM 60	KSL NEWS TODAY	\$370.00 \$1,110.00	1	(H)	1	1	.	.	3	2.0 \$185.00	2.5 \$148.00
Comment: PREEMPT W NOTICE													
4	MTWRF-- 06:00A-07:00A	EM 60	KSL NEWS TODAY	\$800.00 \$5,600.00	1	(H)	1	1	2	2	7	2.0 \$400.00	2.5 \$320.00
Comment: NON PREEMPT													
5	MTWRF-- 07:00A-08:00A	EM 60	TODAY SHOW	\$1,200.00 \$3,600.00	1	(H)	1	1	.	.	3	2.7 \$444.44	3.4 \$352.94
Comment: PREEMPT W NOTICE													
6	MTWRF-- 07:00A-08:00A	EM 60	TODAY SHOW	\$1,900.00 \$13,300.00	1	(H)	1	1	2	2	7	2.7 \$703.70	3.4 \$558.82
Comment: NON PREEMPT													
7	MTWRF-- 08:00A-09:00A	EM 60	TODAY SHOW	\$700.00 \$2,100.00	1	(H)	1	1	.	.	3	2.1 \$333.33	2.5 \$280.00
Comment: PREEMPT W NOTICE													
8	MTWRF-- 08:00A-09:00A	EM 60	TODAY SHOW	\$1,050.00 \$7,350.00	1	(H)	1	1	2	2	7	2.1 \$500.00	2.5 \$420.00
Comment: NON PREEMPT													
9	MTWRF-- 05:00P-05:30P	EN 60	NEWS AT 5P	\$750.00 \$2,250.00	1	(H)	1	1	.	.	3	2.0 \$375.00	4.1 \$182.93
Comment: PREEMPT W NOTICE													
10	MTWRF-- 05:00P-05:30P	EN 60	NEWS AT 5P	\$1,250.00 \$8,750.00	1	(H)	1	1	2	2	7	2.0 \$625.00	4.1 \$304.88
Comment: NON PREEMPT													
11	MTWRF-- 06:00P-06:30P	EN 60	NEWS AT 6P	\$850.00 \$2,550.00	1	(H)	1	1	.	.	3	3.0 \$283.33	4.6 \$184.78
Comment: PREEMPT W NOTICE													
12	MTWRF-- 06:00P-06:30P	EN 60	NEWS AT 6P	\$1,350.00 \$9,450.00	1	(H)	1	1	2	2	7	3.0 \$450.00	4.6 \$293.48

Advertiser: Governor Gary Herbert  
 Campaign: Herbert - Spot TV - General :60

**Station Order**  
 SALT LAKE CITY - TV

Station: KSL

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross							Total Spots	DMA P 35-64 (R)	DMA HH (R)
				Rate/ Total	Sep 24	Oct 01	Oct 08	Oct 15	Oct 22	Oct 29			
Comment: NON PREEMPT													
13	MTWRF-- 10:00P-10:35P	LN 60	NEWS AT 10P	\$3,500.00 \$10,500.00	1	(H)	1	1	.	.	3	5.5 \$636.36	6.7 \$522.39
Comment: PREEMPT W NOTICE													
14	MTWRF-- 10:00P-10:35P	LN 60	NEWS AT 10P	\$5,600.00 \$39,200.00	1	(H)	1	1	2	2	7	5.5 \$1,018.18	6.7 \$835.82
Comment: NON PREEMPT													
				\$106,760.00	14	.	14	14	14	14	70		
					36.0		36.0		36.0				
						.		36.0		36.0			

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Sep	14	36.0	\$19,440.00	\$540.00
Oct	42	108.0	\$63,100.00	\$584.26
Nov	14	36.0	\$24,220.00	\$672.78
	70	180.0	\$106,760.00	\$593.11

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: \_\_\_\_\_