

CONTRACT



Bonneville
55 North 300 West
Suite 200
Salt Lake City, UT 84101
801-575-5674

And:

Huntsman for Governor 2020
124 South 400 West
Suite 310
Salt Lake City, UT 84111

<u>Contract / Revision</u> 100662 /		<u>Alt Order #</u>
<u>Advertiser</u> Huntsman for Governor 2020		<u>Original Date / Revision</u> 03/13/20 / 03/20/20
<u>Contract Dates</u> 03/13/20 - 03/24/20	<u>Estimate #</u>	
<u>Product</u> Huntsman for Governor 2020 3/13/20-3/22/20		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KSL-TV	<u>Account Executive</u> KSL House	<u>Sales Office</u> Local SLC TV
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 23.30
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KSLTV	03/16/20	03/22/20	5am -KSL 5 News Today	M-F 5-6am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	MTWTF--				4	\$100.00	0.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KSLTV	03/16/20-03/22/20	5am -KSL 5 News Today	M-F 5-6am	MTuWThF----	:30		\$100.00	0.40	NM		
				Credited									
	3	KSLTV	03/16/20-03/22/20	5am -KSL 5 News Today	M-F 5-6am	MTuWThF----	:30		\$100.00	0.40	NM		
				Credited									
	4	KSLTV	03/16/20-03/22/20	5am -KSL 5 News Today	M-F 5-6am	MTuWThF----	:30		\$100.00	0.40	NM		
				Credited									
N 2	KSLTV	03/16/20	03/22/20	6am -KSL News Today	M-F 6-7am		:30				NM	3	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	MTWTF--				3	\$320.00	0.50			
N 3	KSLTV	03/16/20	03/22/20	7am -NBC Today Show	M-F 7-8am		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	MTWTF--				4	\$600.00	0.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KSLTV	03/16/20-03/22/20	7am -NBC Today Show	M-F 7-8am	MTuWThF----	:30		\$600.00	0.50	NM		
				See MG 3.5									
	5	KSLTV	03/23/20-03/24/20	7am -NBC Today Show	M-F 7-8am	MTu-----	:30		\$600.00	0.50	NM		
				MG for 3.2 03/18									
N 4	KSLTV	03/16/20	03/22/20	12pm- KSL News	M-F 12-1pm		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	MTWTF--				3	\$100.00	0.20			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	KSLTV	03/16/20-03/22/20	12pm- KSL News	M-F 12-1pm	MTuWThF----	:30		\$100.00	0.20	NM		
				See MG 4.4									
	4	KSLTV	03/23/20-03/24/20	12pm- KSL News	M-F 12-1pm	MTu-----	:30		\$100.00	0.20	NM		
				MG for 4.3 03/18									
N 5	KSLTV	03/16/20	03/22/20	5pm-KSL News	M-F 5-5:30pm		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	MTWTF--				4	\$650.00	0.90			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSLTV	03/16/20-03/22/20	5pm-KSL News	M-F 5-5:30pm	MTuWThF----	:30		\$650.00	0.90	NM		
				Credited									

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<u>Advertiser</u> Huntsman for Governor 2020		<u>Original Date / Revision</u> 03/13/20 / 03/20/20
<u>Contract Dates</u> 03/13/20 - 03/24/20	<u>Product</u> Huntsman for Governor	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 6	KSLTV	03/16/20	03/22/20	6pm-KSL News	M-F 6-6:30pm		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	MTWTF--				3	\$700.00	0.90			
N 7	KSLTV	03/16/20	03/22/20	630pm- KSL News	M-F 6:30-7pm		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	MTWTF--				4	\$600.00	0.90			
N 8	KSLTV	03/13/20	03/22/20	10pm M-F-KSL News	M-F 10-10:35pm		:30				NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/09/20	03/15/20	----F--				1	\$1,700.00	1.80			
Week:		03/16/20	03/22/20	MTWTF--				2	\$1,700.00	1.80			
N 9	KSLTV	03/14/20	03/22/20	10:30pm Su-KSL News	SU 10:30-11pm		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/09/20	03/15/20	-----S				1	\$900.00	1.10			
Week:		03/16/20	03/22/20	-----S				1	\$900.00	1.10			
N 10	KSLTV	03/14/20	03/22/20	10pm Sa-KSLNews	SA 10-10:30pm		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/09/20	03/15/20	-----S-				1	\$1,000.00	1.10			
Week:		03/16/20	03/22/20	-----S-				1	\$1,000.00	1.10			
N 11	KSLTV	03/15/20	03/15/20	SU Meet the Press	various		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/09/20	03/15/20	-----S				1	\$300.00	0.00			
N 12	KSLTV	03/15/20	03/15/20	MSW	SU Various		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/09/20	03/15/20	-----S				1	\$550.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSLTV	03/09/20-03/15/20	MSW	SU Various	-----Su	:30		\$550.00	0.00	NM		
	See MG 12.2												
	2	KSLTV	03/16/20-03/22/20	MSW	SU Various	-----Su	:30		\$550.00	0.00	NM		
	See MG 12.3												
	3	KSLTV	03/15/20-03/15/20	MSW	SU Various	-----Su	:30		\$550.00	0.00	NM		
N 13	KSLTV	03/15/20	03/15/20	SUNDAY EDITION	Various		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/09/20	03/15/20	-----S				1	\$100.00	0.00			
N 14	KSLTV	03/22/20	03/22/20	MSW	SU Various		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	-----S				1	\$550.00	0.00			
N 15	KSLTV	03/22/20	03/22/20	5pm -Su KSL News	Su 5:00pm		:30				NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	-----S				1	\$280.00	0.00			
N 16	KSLTV	03/23/20	03/24/20	5pm-KSL News	M-F 5-5:30pm		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/23/20	03/29/20	MT-----				1	\$650.00	0.00			
N 17	KSLTV	03/23/20	03/24/20	6pm-KSL News	M-F 6-6:30pm		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/23/20	03/29/20	MT-----				2	\$700.00	0.00			
N 18	KSLTV	03/20/20	03/20/20	630pm- KSL News	M-F 6:30-7pm		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/16/20	03/22/20	----F--				1	\$600.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSLTV	03/16/20-03/22/20	630pm- KSL News	M-F 6:30-7pm	-----F----	:30		\$600.00	0.00	NM		
	See MG 18.2												
	2	KSLTV	03/23/20-03/24/20	630pm- KSL News	M-F 6:30-7pm	MTu-----	:30		\$600.00	0.00	NM		
	MG for 18.1 03/20												

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 19	KSLTV	03/21/20	03/21/20	Saturday Today	Sa VARIOUS		:30				NM	1	\$40.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
	Week:	03/16/20	03/22/20	-----S-				1	\$40.00	0.00				
Totals											23.30		38	\$23,580.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/24/20 - 03/24/20	38	\$23,580.00	(\$3,537.00)	\$20,043.00
Totals	38	\$23,580.00	(\$3,537.00)	\$20,043.00

Signature: _____ **Date:** _____

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