KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 847173

Schedule Dates	10/22/12-10/28/12	**Date Entered**	08/07/12
Advertiser	New Approach Washington (39588)	**Last Modified**	08/07/12
Agency/T-Code	Media Strategies & Research - VA (1523)/155303:	**Entered By**	Haley Kushman
Product	Political - Ballot Issue (1195)	**CO-OP**	No
Brand	New Approach WA (174673)	**Headline #**	
Salesperson	Morgan, Colleen (2767)	**Demo**	
Sales Office	Belo - National Non-Rep	**Order Type**	Normal
Buyer Name		**Package Deal**	
Phone/Fax	/	**Commission %**	15.00
CPE	11526	**Commission**	$32,565.00
Account Types	Local/Political Issue - Agency	**Net Total**	$184,535.00
Billing Type	Standard	**Sales Tax**	
Comments	$217,100 112X		

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	112	$217,100.00
Grand Total:	112	$217,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	4:57A- News @ 5am M-F		1	1	1	1	1			5	$850.00	$4,250.00	Seattle/Tacoma (KING) (KING)	5A NEWS	8/7/12
2.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5:57A- News @ 6am M-F		1	2	1	2	1			7	$2,000.00	$14,000.00	Seattle/Tacoma (KING) (KING)	6A NEWS	8/7/12
3.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	7A- 8A (PT)		2	2	2	2	2			10	$2,000.00	$20,000.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	8/7/12
4.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	8A- 9A (PT)		1	1	1	1	1			5	$2,000.00	$10,000.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	8/7/12
5.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	5A- 6A (PT)							1		1	$300.00	$300.00	Seattle/Tacoma (KING) (KING)	SA TODAY 5-6A	8/7/12
6.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	6A- 7A (PT)							1		1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	SA 6-7A NEWS	8/7/12
7.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7A- 8A (PT)							1		1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	8/7/12
8.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7:59A- News @ 8-10am Sa							1		1	$1,600.00	$1,600.00	Seattle/Tacoma (KING) (KING)	SA 8-10A NEWS	8/7/12
9.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	5A- Sunday Today Show								1	1	$400.00	$400.00	Seattle/Tacoma (KING) (KING)	SU TODAY	8/7/12
10.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	7A- 8A (PT)								1	1	$900.00	$900.00	Seattle/Tacoma (KING) (KING)	SU 7-8A NEWS	8/7/12
11.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8A- 9A (PT)								1	1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	SU 8-9A NEWS	8/7/12
12.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	9A- Today Show		1	1	1	1	1			5	$850.00	$4,250.00	Seattle/Tacoma (KING) (KING)	TODAY 2	8/7/12
13.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	11A- New Day Northwest				1		1			2	$250.00	$500.00	Seattle/Tacoma (KING) (KING)	NEW DAY NW	8/7/12
14.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	11:59A- News @ 12pm		1	1	1	1	1			5	$1,000.00	$5,000.00	Seattle/Tacoma (KING) (KING)	12P NEWS	8/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

B/E Bookend P/B Piggy Back

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Brand	New Approach WA (174673)
Salesperson	Morgan, Colleen (2767)
Sales Office	Belo - National Non-Rep
Buyer Name	
Phone/Fax	/
CPE	11526
Account Types	Local/Political Issue - Agency
Billing Type	Standard
Comments	$217,100 112X

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Entered By	Haley Kushman
CO-OP	No
Headline #	
Demo	
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15.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	2P- Dr Phil		1							1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	DR PHIL	8/7/12
16.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	9A- 10A (PT)							1		1	$1,700.00	$1,700.00	Seattle/Tacoma (KING) (KING)	SA 9-10A NEWS	8/7/12
17.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	9A- 10A (PT)								1	1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	SU 9-10A NEWS	8/7/12
18.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	2:58P- Ellen		1	1	1	1	1			5	$1,400.00	$7,000.00	Seattle/Tacoma (KING) (KING)	ELLEN	8/7/12
19.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	3:57P- Katie		2	2	2	2	2			10	$1,500.00	$15,000.00	Seattle/Tacoma (KING) (KING)	KATIE	8/7/12
20.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5P- 5:30P (PT)		1	1	1	1	1			5	$2,200.00	$11,000.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	8/7/12
21.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5:30P- 6P (PT)		1	1	1	1	1			5	$2,400.00	$12,000.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	8/7/12
22.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	6:29P- News @ 630pm M-F		1	1	1	1	1			5	$2,600.00	$13,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	8/7/12
23.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	5P- 5:30P (PT)							1		1	$1,100.00	$1,100.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS SA	8/7/12
24.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	5:30P- 6P (PT)							1		1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS SA	8/7/12
25.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	6:29P- News @ 630pm Sa							1		1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	630P NEWS SA	8/7/12
26.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	7P- Evening Magazine		1	1	1	1	1			5	$1,900.00	$9,500.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	8/7/12
27.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	7:30P- Inside Edition		1	1	1	1	1			5	$1,900.00	$9,500.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	8/7/12
28.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7:28P- Northwest Backroads							1		1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	NW BACKROADS	8/7/12

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29.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	7:58P- The Voice		1							1	$15,000.00	$15,000.00	Seattle/Tacoma (KING) (KING)	VOICE	8/7/12
30.0	Normal Line / SPOT	10/23/12-10/23/12	3	:30	10P- Parenthood			1						1	$6,000.00	$6,000.00	Seattle/Tacoma (KING) (KING)	PARENTHOOD	8/7/12
31.0	Normal Line / SPOT	10/24/12-10/24/12	3	:30	9P- Law and Order SVU				1					1	$6,000.00	$6,000.00	Seattle/Tacoma (KING) (KING)	L&O SVU	8/7/12
32.0	Normal Line / SPOT	10/25/12-10/25/12	3	:30	9:30P- Parks and Recreation					1				1	$5,200.00	$5,200.00	Seattle/Tacoma (KING) (KING)	PARKS & REC	8/7/12
33.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	8:30P- Community						1			1	$2,800.00	$2,800.00	Seattle/Tacoma (KING) (KING)	WHITNEY/COMMUNITY	8/7/12
34.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	10P- Dateline NBC						1			1	$3,100.00	$3,100.00	Seattle/Tacoma (KING) (KING)	DATELINE	8/7/12
35.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	10P- Dateline NBC								1	1	$3,100.00	$3,100.00	Seattle/Tacoma (KING) (KING)	DATELINE	8/7/12
36.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	10:59P- News @ 11pm M-F		1	1	1	1	1			5	$2,900.00	$14,500.00	Seattle/Tacoma (KING) (KING)	11P NEWS	8/7/12
37.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	11P- News @ 11pm SS							1		1	$2,900.00	$2,900.00	Seattle/Tacoma (KING) (KING)	11P NEWS	8/7/12
38.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	11:01P- News @ 11pm SS								1	1	$2,900.00	$2,900.00	Seattle/Tacoma (KING) (KING)	11P NEWS	8/7/12
39.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	11:35P- 12:34A (PT)		1	1	1	1	1			5	$1,300.00	$6,500.00	Seattle/Tacoma (KING) (KING)	LENO	8/7/12

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