KING-TV
333 Dexter Avenue N
Seattle, WA 98109

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

# Contract # 861164

| | |
|---|---|
| **Schedule Dates** | 10/11/12-10/16/12 |
| **Advertiser** | New Approach Washington (39588) |
| **Agency/T-Code** | Media Strategies & Research - VA (1523)/155303: |
| **Product** | Political - Ballot Issue (1195) |
| **Brand** | New Approach WA (174673) |
| **Salesperson** | Morgan, Colleen (2767) |
| **Sales Office** | Belo - National Non-Rep |
| **Buyer Name** | |
| **Phone/Fax** | / |
| **CPE** | 12482 |
| **Account Types** | Local/Political Issue - Agency |
| **Billing Type** | Standard |
| **Comments** | $81,800 37X |

| | |
|---|---|
| **Date Entered** | 10/10/12 |
| **Last Modified** | 10/10/12 |
| **Entered By** | Haley Kushman |
| **CO-OP** | No |
| **Headline #** | |
| **Demo** | |
| **Order Type** | Normal |
| **Package Deal** | |
| **Commission %** | 15.00 |
| **Commission** | $12,270.00 |
| **Net Total** | $69,530.00 |
| **Sales Tax** | |

**Seattle/Tacoma (KING) (KING)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Oct. 2012 | 37 | $81,800.00 |
| Grand Total: | 37 | $81,800.00 |

| 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 | 10/11/12-10/12/12 | 3 | :30 | 4:57A- News @ 5am M-F | | | | | 1 | 1 | | | 2 | $850.00 | $1,700.00 | Seattle/Tacoma (KING) (KING) | 5A NEWS | 10/10/12 |
| 2.0 | Normal Line / SPOT | 10/15/12-10/16/12 | 3 | :30 | 4:57A- News @ 5am M-F | | 1 | 1 | | | | | | 2 | $850.00 | $1,700.00 | Seattle/Tacoma (KING) (KING) | 5A NEWS | 10/10/12 |
| 3.0 | Normal Line / SPOT | 10/12/12-10/12/12 | 3 | :30 | 5:57A- News @ 6am M-F | | | | | | 1 | | | 1 | $2,000.00 | $2,000.00 | Seattle/Tacoma (KING) (KING) | 6A NEWS | 10/10/12 |
| 4.0 | Normal Line / SPOT | 10/15/12-10/16/12 | 3 | :30 | 5:57A- News @ 6am M-F | | 1 | 1 | | | | | | 2 | $2,000.00 | $4,000.00 | Seattle/Tacoma (KING) (KING) | 6A NEWS | 10/10/12 |
| 5.0 | Normal Line / SPOT | 10/11/12-10/12/12 | 3 | :30 | 7A- 8A (PT) | | | | | 1 | 1 | | | 2 | $2,000.00 | $4,000.00 | Seattle/Tacoma (KING) (KING) | TODAY 7-8A | 10/10/12 |
| 6.0 | Normal Line / SPOT | 10/15/12-10/15/12 | 3 | :30 | 7A- 8A (PT) | | 1 | | | | | | | 1 | $2,000.00 | $2,000.00 | Seattle/Tacoma (KING) (KING) | TODAY 7-8A | 10/10/12 |
| 7.0 | Normal Line / SPOT | 10/11/12-10/11/12 | 3 | :30 | 8A- 9A (PT) | | | | | 1 | | | | 1 | $2,000.00 | $2,000.00 | Seattle/Tacoma (KING) (KING) | TODAY 8-9A | 10/10/12 |
| 8.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 3 | :30 | 8A- 9A (PT) | | | 1 | | | | | | 1 | $2,000.00 | $2,000.00 | Seattle/Tacoma (KING) (KING) | TODAY 8-9A | 10/10/12 |
| 9.0 | Normal Line / SPOT | 10/13/12-10/13/12 | 3 | :30 | 7A- 8A (PT) | | | | | | | 1 | | 1 | $1,000.00 | $1,000.00 | Seattle/Tacoma (KING) (KING) | TODAY 8-9A | 10/10/12 |
| 10.0 | Normal Line / SPOT | 10/14/12-10/14/12 | 3 | :30 | 8A- 9A (PT) | | | | | | | | 1 | 1 | $1,000.00 | $1,000.00 | Seattle/Tacoma (KING) (KING) | TODAY 8-9A | 10/10/12 |
| 11.0 | Normal Line / SPOT | 10/12/12-10/12/12 | 3 | :30 | 7A- Today Show | | | | | | 1 | | | 1 | $850.00 | $850.00 | Seattle/Tacoma (KING) (KING) | TODAY 2 | 10/10/12 |
| 12.0 | Normal Line / SPOT | 10/15/12-10/15/12 | 3 | :30 | 7A- Today Show | | 1 | | | | | | | 1 | $850.00 | $850.00 | Seattle/Tacoma (KING) (KING) | TODAY 2 | 10/10/12 |
| 13.0 | Normal Line / SPOT | 10/11/12-10/11/12 | 3 | :30 | 11:59A- News @ 12pm | | | | | 1 | | | | 1 | $1,000.00 | $1,000.00 | Seattle/Tacoma (KING) (KING) | 12P NEWS | 10/10/12 |
| 14.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 3 | :30 | 11:59A- News @ 12pm | | | 1 | | | | | | 1 | $1,000.00 | $1,000.00 | Seattle/Tacoma (KING) (KING) | 12P NEWS | 10/10/12 |

## CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 09:56 AM on Wednesday, October 10 2012

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333 Dexter Avenue N
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11350 Random Hills Road
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# Contract # 861164

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| **CPE** | 12482 |
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| **Billing Type** | Standard |
| **Comments** | $81,800 37X |

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| Oct. 2012 | 37 | $81,800.00 |
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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 15.0 | Normal Line / SPOT | 10/11/12-10/12/12 | 3 | :30 | 2:58P- Ellen | | | | | 1 | 1 | | | 2 | $1,400.00 | $2,800.00 | Seattle/Tacoma (KING) (KING) | ELLEN | 10/10/12 |
| 16.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 3 | :30 | 2:58P- Ellen | | | 1 | | | | | | 1 | $1,400.00 | $1,400.00 | Seattle/Tacoma (KING) (KING) | ELLEN | 10/10/12 |
| 17.0 | Normal Line / SPOT | 10/11/12-10/12/12 | 3 | :30 | 3:58P- Katie | | | | | 1 | 1 | | | 2 | $1,500.00 | $3,000.00 | Seattle/Tacoma (KING) (KING) | KATIE | 10/10/12 |
| 18.0 | Normal Line / SPOT | 10/15/12-10/16/12 | 3 | :30 | 3:58P- Katie | | 1 | 1 | | | | | | 2 | $1,500.00 | $3,000.00 | Seattle/Tacoma (KING) (KING) | KATIE | 10/10/12 |
| 19.0 | Normal Line / SPOT | 10/11/12-10/11/12 | 3 | :30 | 5P- 5:30P (PT) | | | | | 1 | | | | 1 | $3,000.00 | $3,000.00 | Seattle/Tacoma (KING) (KING) | 5-530P NEWS | 10/10/12 |
| 20.0 | Normal Line / SPOT | 10/15/12-10/15/12 | 3 | :30 | 5P- 5:30P (PT) | | 1 | | | | | | | 1 | $3,000.00 | $3,000.00 | Seattle/Tacoma (KING) (KING) | 5-530P NEWS | 10/10/12 |
| 21.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 3 | :30 | 5:30P- 6P (PT) | | | 1 | | | | | | 1 | $3,200.00 | $3,200.00 | Seattle/Tacoma (KING) (KING) | 530-6P NEWS | 10/10/12 |
| 22.0 | Normal Line / SPOT | 10/12/12-10/12/12 | 3 | :30 | 6:29P- News @ 630pm M-F | | | | | | 1 | | | 1 | $4,000.00 | $4,000.00 | Seattle/Tacoma (KING) (KING) | 630P NEWS | 10/10/12 |
| 23.0 | Normal Line / SPOT | 10/15/12-10/15/12 | 3 | :30 | 6:29P- News @ 630pm M-F | | 1 | | | | | | | 1 | $4,000.00 | $4,000.00 | Seattle/Tacoma (KING) (KING) | 630P NEWS | 10/10/12 |
| 24.0 | Normal Line / SPOT | 10/12/12-10/12/12 | 3 | :30 | 7P- Evening Magazine | | | | | | 1 | | | 1 | $2,400.00 | $2,400.00 | Seattle/Tacoma (KING) (KING) | EVENING MAG | 10/10/12 |
| 25.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 3 | :30 | 7P- 7:30P (PT) | | | 1 | | | | | | 1 | $2,400.00 | $2,400.00 | Seattle/Tacoma (KING) (KING) | EVENING MAG | 10/10/12 |
| 26.0 | Normal Line / SPOT | 10/15/12-10/15/12 | 3 | :30 | 7:30P- Inside Edition | | 1 | | | | | | | 1 | $1,900.00 | $1,900.00 | Seattle/Tacoma (KING) (KING) | INSIDE ED | 10/10/12 |
| 27.0 | Normal Line / SPOT | 10/15/12-10/15/12 | 3 | :30 | 7:58P- The Voice | | 1 | | | | | | | 1 | $15,000.00 | $15,000.00 | Seattle/Tacoma (KING) (KING) | VOICE | 10/10/12 |
| 28.0 | Normal Line / SPOT | 10/13/12-10/13/12 | 3 | :30 | 9P- Chicago Fire | | | | | | | 1 | | 1 | $2,000.00 | $2,000.00 | Seattle/Tacoma (KING) (KING) | CHICAGO FIRE | 10/10/12 |

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| 29.0 | Normal Line / SPOT | 10/11/12-10/11/12 | 3 | :30 | 11P- News @ 11pm M-F | | | | | 1 | | | | 1 | $4,000.00 | $4,000.00 | Seattle/Tacoma (KING) (KING) | 11P NEWS | 10/10/12 |
| 30.0 | Normal Line / SPOT | 10/12/12-10/12/12 | 3 | :30 | 11:34P- Tonight Show with Jay Leno | | | | | | 1 | | | 1 | $1,600.00 | $1,600.00 | Seattle/Tacoma (KING) (KING) | LENO | 10/10/12 |

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