KING-TV
333 Dexter Avenue N
Seattle, WA 98109

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

Contract # 861858

Schedule Dates	10/17/12-10/21/12
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	12600
Account Types	Local/Political Issue - Agency
Billing Type	Standard
Comments	$74,425 37X

Date Entered	10/15/12
Last Modified	10/15/12
Entered By	Haley Kushman
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$11,163.75
Net Total	$63,261.25
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	37	$74,425.00
Grand Total:	37	$74,425.00

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	10/17/12-10/19/12	3	:30	4:57A- News @ 5am M-F				1	1	1			3	$850.00	$2,550.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/15/12
2.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	5:57A- News @ 6am M-F				1	1	1			3	$2,000.00	$6,000.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/15/12
3.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	7A- 8A (PT)				1	1	1			3	$2,000.00	$6,000.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/15/12
4.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	6A- 7A (PT)							1		1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	SA 6-7A NEWS	10/15/12
5.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	7A- 8A (PT)							1		1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	10/15/12
6.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	5A- Sunday Today Show								1	1	$400.00	$400.00	Seattle/Tacoma (KING) (KING)	SU TODAY	10/15/12
7.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	8A- 9A (PT)								1	1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	SU 8-9A NEWS	10/15/12
8.0	Normal Line / SPOT	10/18/12-10/18/12	3	:30	9A- Today Show					1				1	$850.00	$850.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/15/12
9.0	Normal Line / SPOT	10/17/12-10/17/12	3	:30	11A- New Day Northwest				1					1	$250.00	$250.00	Seattle/Tacoma (KING) (KING)	NEW DAY	10/15/12
10.0	Normal Line / SPOT	10/18/12-10/19/12	3	:30	11:59A- News @ 12pm					1	1			2	$1,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/15/12
11.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	2:58P- Ellen				1	1	1			3	$1,400.00	$4,200.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/15/12
12.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	3:58P- Katie				1	1	1			3	$1,500.00	$4,500.00	Seattle/Tacoma (KING) (KING)	KATIE	10/15/12
13.0	Normal Line / SPOT	10/17/12-10/17/12	3	:30	5P- 5:30P (PT)				1					1	$3,000.00	$3,000.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/15/12
14.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	5:30P- 6P (PT)				1	1	1			3	$3,200.00	$9,600.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/15/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 01:50 PM on Monday, October 15 2012

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15.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	6:30P- 7P (PT)				1		1			2	$4,000.00	$8,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/15/12
16.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	6:30P- 7P (PT)								1	1	$375.00	$375.00	Seattle/Tacoma (KING) (KING)	630P NEWS SU	10/15/12
17.0	Normal Line / SPOT	10/18/12-10/18/12	3	:30	7P- Evening Magazine					1				1	$2,400.00	$2,400.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/15/12
18.0	Normal Line / SPOT	10/19/12-10/19/12	3	:30	7:30P- Inside Edition						1			1	$1,900.00	$1,900.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	10/15/12
19.0	Normal Line / SPOT	10/17/12-10/17/12	3	:30	9P- Law and Order SVU				1					1	$6,000.00	$6,000.00	Seattle/Tacoma (KING) (KING)	L&O	10/15/12
20.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	10P- Dateline NBC						1			1	$4,000.00	$4,000.00	Seattle/Tacoma (KING) (KING)	DATELINE	10/15/12
21.0	Normal Line / SPOT	10/17/12-10/18/12	3	:30	11P- News @ 11pm M-F				1	1				2	$4,000.00	$8,000.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/15/12
22.0	Normal Line / SPOT	10/19/12-10/19/12	3	:30	11:34P- Tonight Show with Jay Leno						1			1	$1,600.00	$1,600.00	Seattle/Tacoma (KING) (KING)	LENO	10/15/12

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