KING-TV
333 Dexter Avenue N
Seattle, WA 98109

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

Contract # 850064

Schedule Dates	10/15/12-10/21/12
Advertiser	Bob Ferguson for Attorney General (39327)
Agency/T-Code	Media Strategies & Research - VA (1523)/155303
Product	Political - Candidate (1077)
Brand	Candidate - Attorney General (172357)
Salesperson	Morgan, Colleen (2767)
Sales Office	Belo - National Non-Rep
Buyer Name	
Phone/Fax	/
CPE	11645
Account Types	Local/Political Candidate - Agency
Billing Type	Standard
Comments	$34,550 41X KING

Date Entered	08/21/12
Last Modified	08/21/12
Entered By	Haley Kushman
CO-OP	Yes
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$5,182.50
Net Total	$29,367.50
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	41	$34,550.00
Grand Total:	41	$34,550.00

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	10/21/12-10/21/12	4	:30	8A- 9A (PT)								1	1	$550.00	$550.00	Seattle/Tacoma (KING) (KING)	SU 8-9A NEWS	8/21/12
2.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	7A- 8A (PT)							1		1	$600.00	$600.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	8/21/12
3.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	9A- Today Show		1		1					2	$300.00	$600.00	Seattle/Tacoma (KING) (KING)	TODAY 2	8/21/12
4.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	11:59A- News @ 12pm			1			1			2	$400.00	$800.00	Seattle/Tacoma (KING) (KING)	12P NEWS	8/21/12
5.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	2:58P- Ellen		1		1					2	$600.00	$1,200.00	Seattle/Tacoma (KING) (KING)	ELLEN	8/21/12
6.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	3:58P- Katie		1	1	1	1	1			5	$675.00	$3,375.00	Seattle/Tacoma (KING) (KING)	KATIE	8/21/12
7.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	5P- 5:30P (PT)					1				1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	8/21/12
8.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:30P- 6P (PT)		1		1		1			3	$900.00	$2,700.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	8/21/12
9.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	6:29P- News @ 630pm M-F					1				1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	630P NEWS	8/21/12
10.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	7P- Evening Magazine		1							1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	8/21/12
11.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	7P- Evening Magazine				1		1			2	$750.00	$1,500.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	8/21/12
12.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	7:30P- 8P (PT)			1						1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	8/21/12
13.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	7:30P- Inside Edition					1				1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	8/21/12
14.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	9P- Go On			1						1	$4,000.00	$4,000.00	Seattle/Tacoma (KING) (KING)	GO ON/NEW NORMAL	8/21/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 03:44 PM on Tuesday, August 21 2012

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15.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11P- News @ 11pm M-F		1							1	$1,250.00	$1,250.00	Seattle/Tacoma (KING) (KING)	11P NEWS	8/21/12
16.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	10:59P- News @ 11pm M-F				1		1			2	$1,250.00	$2,500.00	Seattle/Tacoma (KING) (KING)	11P NEWS	8/21/12
17.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	11P- News @ 11pm SS							1		1	$1,250.00	$1,250.00	Seattle/Tacoma (KING) (KING)	11P NEWS	8/21/12
18.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	11:35P- 12:35A (PT)			1		1	1			3	$650.00	$1,950.00	Seattle/Tacoma (KING) (KING)	LENO	8/21/12
19.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	6:30P- 7P (PT)			1						1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	630P NEWS	8/21/12
20.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	4:57A- News @ 5am M-F				1					1	$325.00	$325.00	Seattle/Tacoma (KING) (KING)	5A NEWS	8/21/12
21.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	5:57A- News @ 6am M-F			1		1	1			3	$750.00	$2,250.00	Seattle/Tacoma (KING) (KING)	6A NEWS	8/21/12
22.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	7A- 8A (PT)		1		1		1			3	$800.00	$2,400.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	8/21/12
23.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	8A- 9A (PT)			1		1				2	$775.00	$1,550.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	8/21/12

CONFIRMATION CONTRACT

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