KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Shorr Johnson Magnus
1831 Chestnut Street
Philadelphia, PA 19103-3713

Contract # 864777

Schedule Dates	10/30/12-11/05/12
Advertiser	Jay Inslee for Governor (39459)
Agency	Shorr Johnson Magnus (8543)
Product	Political - State Governor (1177)
Brand	JAY INSLEE FOR GOV (173558)
Salesperson	Clark, Dave (3097)
Sales Office	TeleRep - Washington D.C.
Buyer Name	COOPER,TERRI
Phone/Fax	(206) 533-0575 /
CPE	N/A
Account Types	National/Political Candidate - Agency
Billing Type	Standard
Comments	JAY INSLEE FOR GOV ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Date Entered	10/29/12
Last Modified	10/29/12
Entered By	Haley Kushman
CO-OP	No
Headline #	06399321
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$9,307.50
Net Total	$52,742.50
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Nov. 2012	78	$62,050.00
Grand Total:	78	$62,050.00

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	Revised Line / SPOT	10/30/12-11/02/12	4	:30	9A- Today Show			2	2	2	2						Seattle/Tacoma (KING) (KING)	TODAY 2	10/29/12
1.1	Normal Line / SPOT	10/30/12-11/02/12	3	:30	9A- Today Show			2	2	2	2			8	$500.00	$4,000.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/29/12
2.0	Revised Line / SPOT	11/05/12-11/05/12	4	:30	9A- Today Show		2										Seattle/Tacoma (KING) (KING)	TODAY 2	10/29/12
2.1	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- Today Show		2							2	$500.00	$1,000.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/29/12
3.0	Revised Line / SPOT	10/30/12-11/02/12	4	:30	11:59A- News @ 12pm			2	2	2	2						Seattle/Tacoma (KING) (KING)	12P NEWS	10/29/12
3.1	Normal Line / SPOT	10/30/12-11/02/12	3	:30	11:59A- News @ 12pm			2	2	2	2			8	$650.00	$5,200.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/29/12
4.0	Revised Line / SPOT	11/05/12-11/05/12	4	:30	11:59A- News @ 12pm		2										Seattle/Tacoma (KING) (KING)	12P NEWS	10/29/12
4.1	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:59A- News @ 12pm		2							2	$650.00	$1,300.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/29/12
5.0	Normal Line / SPOT	10/30/12-11/02/12	4	:30	1:58P- Dr Phil			2	2	2	2			8	$350.00	$2,800.00	Seattle/Tacoma (KING) (KING)	DR PHIL	10/29/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	1:58P- Dr Phil		2							2	$350.00	$700.00	Seattle/Tacoma (KING) (KING)	DR PHIL	10/29/12
7.0	Normal Line / SPOT	10/30/12-11/02/12	4	:30	2:58P- Ellen			2	2	2	2			8	$600.00	$4,800.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/29/12
8.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	2:58P- Ellen		2							2	$600.00	$1,200.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/29/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	4	:30	3:58P- Katie			2	2	2	2			8	$675.00	$5,400.00	Seattle/Tacoma (KING) (KING)	KATIE	10/29/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3:58P- Katie		2							2	$675.00	$1,350.00	Seattle/Tacoma (KING) (KING)	KATIE	10/29/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 12:20 PM on Monday, October 29 2012

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11.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	7:30P- Inside Edition			1	1	1	1			4	$1,100.00	$4,400.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	10/29/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:30P- Inside Edition		1							1	$1,100.00	$1,100.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	10/29/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:58P- The Voice		1							1	$10,000.00	$10,000.00	Seattle/Tacoma (KING) (KING)	VOICE	10/29/12
14.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	11:35P- 12:30A (PT)			2	2	2	2			8	$950.00	$7,600.00	Seattle/Tacoma (KING) (KING)	LENO	10/29/12
15.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- 12:30A (PT)		2							2	$950.00	$1,900.00	Seattle/Tacoma (KING) (KING)	LENO	10/29/12
16.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	7A- 8A (PT)							2		2	$800.00	$1,600.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	10/29/12
17.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	8A- 9A (PT)							2		2	$850.00	$1,700.00	Seattle/Tacoma (KING) (KING)	SA 8-9A NEWS	10/29/12
18.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	9A- 10A (PT)							2		2	$900.00	$1,800.00	Seattle/Tacoma (KING) (KING)	SA 9-10A NEWS	10/29/12
19.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	7A- 8A (PT)								2	2	$650.00	$1,300.00	Seattle/Tacoma (KING) (KING)	SU 7-8A NEWS	10/29/12
20.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8A- 9A (PT)								2	2	$700.00	$1,400.00	Seattle/Tacoma (KING) (KING)	SU 8-9A NEWS	10/29/12
21.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	9A- 10A (PT)								2	2	$750.00	$1,500.00	Seattle/Tacoma (KING) (KING)	SU 9-10A NEWS	10/29/12

CONFIRMATION CONTRACT

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

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