KING-TV
333 Dexter Avenue N
Seattle, WA 98109

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

Contract # 856601

Schedule Dates	09/25/12-10/01/12
Advertiser	Jay Inslee for Governor (39459)
Agency	Shorr Johnson Magnus (8543)
Product	Political - State Governor (1177)
Brand	JAY INSLEE FOR GOV (178250)
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	09/24/12
Last Modified	09/24/12
Entered By	Janelle Stavig
CO-OP	No
Headline #	06335690
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$7,095.00
Net Total	$40,205.00
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Sep. 2012	49	$38,575.00
Oct. 2012	12	$8,725.00
Grand Total:	61	$47,300.00

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	09/25/12-09/28/12	4	:30	4:57A- News @ 5am M-F	4		X	X	X	X			4	$350.00	$1,400.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
2.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	4:57A- News @ 5am M-F		1							1	$300.00	$300.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
3.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	5:57A- News @ 6am M-F						2			2	$725.00	$1,450.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
4.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	5:57A- News @ 6am M-F		2							2	$750.00	$1,500.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
5.0	Normal Line / SPOT	09/27/12-09/28/12	4	:30	7A- Today Show	4				X	X			4	$775.00	$3,100.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
6.0	Normal Line / SPOT	09/26/12-09/28/12	4	:30	8A- Today Show	4			X	X	X			4	$750.00	$3,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY W-TH 2X FRI	9/24/12
7.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	9A- Today Show	4		X	X	X	X			4	$300.00	$1,200.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
8.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	9A- Today Show		1							1	$300.00	$300.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
9.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	3:58P- Katie	4		X	X	X	X			4	$700.00	$2,800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
10.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	3:58P- Katie		1							1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
11.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:30P- News @ 5pm M-F	4		X	X	X	X			4	$925.00	$3,700.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
12.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	5:30P- News @ 5pm M-F		1							1	$900.00	$900.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
13.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	5:30P- News @ 5pm Sa							1		1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
14.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	6:29P- News @ 630pm M-F	4		X	X	X	X			4	$1,300.00	$5,200.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

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15.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	6:29P- News @ 630pm M-F		1							1	$1,300.00	$1,300.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
16.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	7P- Evening Magazine						1			1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
17.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	7:30P- Inside Edition	4		X	X	X	X			4	$700.00	$2,800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
18.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	7:30P- Inside Edition		1							1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
19.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	9P- Grimm						1			1	$3,500.00	$3,500.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
20.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	11:34P- Tonight Show with Jay Leno						2			2	$525.00	$1,050.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
21.0	Normal Line / SPOT	09/28/12-09/30/12	4	:30	11P- 11:35P (PT)	3					X	X	X	3	$1,250.00	$3,750.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
22.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	11P- News @ 11pm M-F		1							1	$1,250.00	$1,250.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
23.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	7A- News @ 7-930am Su								1	1	$475.00	$475.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
24.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	9A- News @ 8-10am Sa							1		1	$625.00	$625.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
25.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	9A- News @ 7-930am Su								1	1	$575.00	$575.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
26.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	8A- News @ 8-10am Sa							2		2	$625.00	$1,250.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
27.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	11:34P- Saturday Night Live							1		1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12

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29.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	7P- Evening Magazine		1							1	$725.00	$725.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
30.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	11:34P- Tonight Show with Jay Leno		2							2	$525.00	$1,050.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12

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