KING-TV
333 Dexter Avenue N
Seattle, WA 98109

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

# Contract # 853358

| | |
|---|---|
| **Schedule Dates** | 09/09/12-09/16/12 |
| **Advertiser** | Jay Inslee for Governor (39459) |
| **Agency** | Shorr Johnson Magnus (8543) |
| **Product** | Political - Candidate (1077) |
| **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<br>***** THIS IS A CASH IN ADVANCE SCHEDULE *****, NO SPOTS ON 9/11 |

| | |
|---|---|
| **Date Entered** | 09/07/12 |
| **Last Modified** | 09/07/12 |
| **Entered By** | Haley Kushman |
| **CO-OP** | No |
| **Headline #** | 06307735 |
| **Demo** | |
| **Order Type** | Normal |
| **Package Deal** | |
| **Commission %** | 15.00 |
| **Commission** | $5,583.75 |
| **Net Total** | $31,641.25 |
| **Sales Tax** | |

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

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Sep. 2012 | 53 | $37,225.00 |
| Grand Total: | 53 | $37,225.00 |

| 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 | 09/10/12-09/14/12 | 4 | :30 | 4:57A- News @ 5am M-F | | 1 | | 2 | 1 | 1 | | | 5 | $275.00 | $1,375.00 | Seattle/Tacoma (KING) (KING) | 5A NEWS | 9/7/12 |
| 2.0 | Normal Line / SPOT | 09/10/12-09/14/12 | 4 | :30 | 5:57A- News @ 6am M-F | | 2 | | 3 | 3 | 2 | | | 10 | $650.00 | $6,500.00 | Seattle/Tacoma (KING) (KING) | 6A NEWS | 9/7/12 |
| 3.0 | Normal Line / SPOT | 09/10/12-09/14/12 | 4 | :30 | 7A- 8A (PT) | | 2 | | 2 | 3 | 3 | | | 10 | $700.00 | $7,000.00 | Seattle/Tacoma (KING) (KING) | TODAY 7-8A | 9/7/12 |
| 4.0 | Normal Line / SPOT | 09/10/12-09/14/12 | 4 | :30 | 8A- 9A (PT) | | 2 | | 1 | 1 | 1 | | | 5 | $675.00 | $3,375.00 | Seattle/Tacoma (KING) (KING) | TODAY 8-9A | 9/7/12 |
| 5.0 | Normal Line / SPOT | 09/09/12-09/09/12 | 4 | :30 | 5P- 5:30P (PT) | | | | | | | | 1 | 1 | $575.00 | $575.00 | Seattle/Tacoma (KING) (KING) | 5P NEWS SU N/A | 9/7/12 |
| 6.0 | Normal Line / SPOT | 09/15/12-09/15/12 | 4 | :30 | 5:30P- 6P (PT) | | | | | | | 1 | | 1 | $625.00 | $625.00 | Seattle/Tacoma (KING) (KING) | 530-6P NEWS SA | 9/7/12 |
| 7.0 | Normal Line / SPOT | 09/10/12-09/13/12 | 4 | :30 | 6:30P- 7P (PT) | | 2 | | | 1 | | | | 3 | $1,200.00 | $3,600.00 | Seattle/Tacoma (KING) (KING) | 630P NEWS M, TH | 9/7/12 |
| 8.0 | Normal Line / SPOT | 09/10/12-09/14/12 | 4 | :30 | 7P- 7:30P (PT) | | 1 | | | 1 | 1 | | | 3 | $650.00 | $1,950.00 | Seattle/Tacoma (KING) (KING) | EVENING MAG M, TH, F | 9/7/12 |
| 9.0 | Normal Line / SPOT | 09/10/12-09/14/12 | 4 | :30 | 7:30P- 8P (PT) | | 1 | | | 1 | 1 | | | 3 | $675.00 | $2,025.00 | Seattle/Tacoma (KING) (KING) | INSIDE ED | 9/7/12 |
| 10.0 | Normal Line / SPOT | 09/09/12-09/09/12 | 4 | :30 | 11:01P- News @ 11pm SS | | | | | | | | 1 | 1 | $1,000.00 | $1,000.00 | Seattle/Tacoma (KING) (KING) | 1X PER DAY | 9/7/12 |
| 11.0 | Normal Line / SPOT | 09/10/12-09/16/12 | 4 | :30 | 11P- 11:30P (PT) | | 1 | | 2 | 1 | 1 | 1 | 1 | 7 | $1,000.00 | $7,000.00 | Seattle/Tacoma (KING) (KING) | 11P NEWS | 9/7/12 |
| 12.0 | Normal Line / SPOT | 09/09/12-09/09/12 | 4 | :30 | 8A- 9A (PT) | | | | | | | | 1 | 1 | $500.00 | $500.00 | Seattle/Tacoma (KING) (KING) | 8-9A NEWS SU | 9/7/12 |
| 13.0 | Normal Line / SPOT | 09/15/12-09/15/12 | 4 | :30 | 9A- 10A (PT) | | | | | | | 1 | | 1 | $600.00 | $600.00 | Seattle/Tacoma (KING) (KING) | 9-10A NEWS SA | 9/7/12 |
| 14.0 | Normal Line / SPOT | 09/16/12-09/16/12 | 4 | :30 | 9A- 10A (PT) | | | | | | | | 1 | 1 | $550.00 | $550.00 | Seattle/Tacoma (KING) (KING) | 9-10A NEWS SU | 9/7/12 |

## CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 02:23 PM on Friday, September 7 2012

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 15.0 | Normal Line / SPOT | 09/15/12-09/15/12 | 4 | :30 | 7A- 8A (PT) | | | | | | | 1 | | 1 | $550.00 | $550.00 | Seattle/Tacoma (KING) (KING) | 7-8A NEWS SA | 9/7/12 |

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