KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Media Placement Technology
500 N Washington St, Suite 303
Alexandria, VA 22314

Contract # 863366

Schedule Dates	10/23/12-10/29/12
Advertiser	Rob McKenna for Washington (39549)
Agency/T-Code	Media Placement Technology (3588)/113823657
Product	Political - State Governor (1177)
Brand	MCKENNA FOR GOVERNOR (175024)
Salesperson	Clark, Dave (3097)
Sales Office	TeleRep - Washington D.C.
Buyer Name	MEADE,NICOLE
Phone/Fax	(425) 449-8244 /
CPE	N/A
Account Types	National/Political Candidate - Agency
Billing Type	Standard
Comments	MCKENNA FOR GOVERNOR ***** THIS IS A CASH IN ADVANCE SCHEDULE *****, MCKENNA FOR CONGRESS

Date Entered	10/22/12
Last Modified	10/22/12
Entered By	Haley Kushman
CO-OP	No
Headline #	06388585
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$28,211.25
Net Total	$159,863.75
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	163	$153,450.00
Nov. 2012	37	$34,625.00
Grand Total:	200	$188,075.00

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	10/23/12-10/26/12	3	:30	4:28A- News @ 430am			1	1	1	1			4	$125.00	$500.00	Seattle/Tacoma (KING) (KING)	430A NEWS	10/22/12
2.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	4:57A- News @ 5am M-F			2	2	2	2			8	$650.00	$5,200.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/22/12
3.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:57A- News @ 6am M-F			2	2	2	2			8	$1,300.00	$10,400.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/22/12
4.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7A- 8A (PT)			2	2	2	2			8	$1,400.00	$11,200.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/22/12
5.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	8A- 9A (PT)			2	2	2	2			8	$1,300.00	$10,400.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	10/22/12
6.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	6A- 7A (PT)							1		1	$775.00	$775.00	Seattle/Tacoma (KING) (KING)	SA 6-7A NEWS	10/22/12
7.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7A- 8A (PT)							1		1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	10/22/12
8.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	8A- 9A (PT)							1		1	$850.00	$850.00	Seattle/Tacoma (KING) (KING)	SA 8-9A NEWS	10/22/12
9.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	9A- 10A (PT)							1		1	$900.00	$900.00	Seattle/Tacoma (KING) (KING)	SA 9-10A NEWS	10/22/12
10.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	5A- Sunday Today Show								1	1	$275.00	$275.00	Seattle/Tacoma (KING) (KING)	SU TODAY	10/22/12
11.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	5:58A- Meet The Press								1	1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	MEET PRESS	10/22/12
12.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	7A- 8A (PT)								1	1	$650.00	$650.00	Seattle/Tacoma (KING) (KING)	SU 7-8A NEWS	10/22/12
13.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8A- 9A (PT)								1	1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	SU 8-9A NEWS	10/22/12
14.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	9A- Today Show			2	2	2	2			8	$500.00	$4,000.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/22/12

CONFIRMATION CONTRACT

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B/E Bookend P/B Piggy Back

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15.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	10A- Today Show			2	2	2	2			8	$500.00	$4,000.00	Seattle/Tacoma (KING) (KING)	TODAY 3	10/22/12
16.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11A- New Day Northwest			2	2	2	2			8	$200.00	$1,600.00	Seattle/Tacoma (KING) (KING)	NEW DAY NW	10/22/12
17.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:59A- News @ 12pm			2	2	2	2			8	$650.00	$5,200.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/22/12
18.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	1P- Days of Our Lives			1	1	1	1			4	$700.00	$2,800.00	Seattle/Tacoma (KING) (KING)	DAYS	10/22/12
19.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	1:58P- Dr Phil			1	1	1	1			4	$600.00	$2,400.00	Seattle/Tacoma (KING) (KING)	DR PHIL	10/22/12
20.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	2:58P- Ellen			2	2	2	2			8	$700.00	$5,600.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/22/12
21.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3:58P- Katie			2	2	2	2			8	$900.00	$7,200.00	Seattle/Tacoma (KING) (KING)	KATIE	10/22/12
22.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5P- 5:30P (PT)			2	2	2	2			8	$1,100.00	$8,800.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/22/12
23.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:30P- 6P (PT)			2	2	2	2			8	$1,200.00	$9,600.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/22/12
24.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6:29P- News @ 630pm M-F			2	2	2	2			8	$2,000.00	$16,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/22/12
25.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	5P- 5:30P (PT)							1		1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	SA 5P NEWS	10/22/12
26.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	5:30P- 6P (PT)							1		1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	SA 530-6P NEWS	10/22/12
27.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	6:29P- News @ 630pm Sa							1		1	$600.00	$600.00	Seattle/Tacoma (KING) (KING)	SA 630P NEWS	10/22/12
28.0	Normal Line / SPOT	10/23/12-10/28/12	3	:30	11P- 11:35P (PT)			2	2	2	2	2	2	12	$1,600.00	$19,200.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/22/12

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29.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:35P- 12:35A (PT)			2	2	2	2			8	$950.00	$7,600.00	Seattle/Tacoma (KING) (KING)	LENO	10/22/12
30.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7P- Evening Magazine			1	1	1	1			4	$1,200.00	$4,800.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/22/12
31.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7:30P- Inside Edition			1	1	1	1			4	$1,100.00	$4,400.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	10/22/12
32.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:36A- Late Night with Jimmy Fallon			2	2	2	2			8	$500.00	$4,000.00	Seattle/Tacoma (KING) (KING)	FALLON	10/22/12
33.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	4:28A- News @ 430am		1							1	$125.00	$125.00	Seattle/Tacoma (KING) (KING)	430A NEWS	10/22/12
34.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	4:57A- News @ 5am M-F		2							2	$650.00	$1,300.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/22/12
35.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5:57A- News @ 6am M-F		2							2	$1,300.00	$2,600.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/22/12
36.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7A- 8A (PT)		2							2	$1,400.00	$2,800.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/22/12
37.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	8A- 9A (PT)		2							2	$1,300.00	$2,600.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	10/22/12
38.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	9A- Today Show		2							2	$500.00	$1,000.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/22/12
39.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	10A- Today Show		2							2	$500.00	$1,000.00	Seattle/Tacoma (KING) (KING)	TODAY 3	10/22/12
40.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11A- New Day Northwest		2							2	$200.00	$400.00	Seattle/Tacoma (KING) (KING)	NEW DAY NW	10/22/12
41.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11:59A- News @ 12pm		2							2	$650.00	$1,300.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/22/12

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42.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	1P- Days of Our Lives		1							1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	DAYS	10/22/12
43.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	1:58P- Dr Phil		1							1	$600.00	$600.00	Seattle/Tacoma (KING) (KING)	DR PHIL	10/22/12
44.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	2:58P- Ellen		2							2	$700.00	$1,400.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/22/12
45.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	3:58P- Katie		2							2	$900.00	$1,800.00	Seattle/Tacoma (KING) (KING)	KATIE	10/22/12
46.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5P- 5:30P (PT)		2							2	$1,100.00	$2,200.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/22/12
47.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5:30P- 6P (PT)		2							2	$1,200.00	$2,400.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/22/12
48.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	6:29P- News @ 630pm M-F		2							2	$2,000.00	$4,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/22/12
49.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11P- 11:35P (PT)		2							2	$1,600.00	$3,200.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/22/12
50.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11:35P- 12:35A (PT)		2							2	$950.00	$1,900.00	Seattle/Tacoma (KING) (KING)	LENO	10/22/12
51.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7P- Evening Magazine		1							1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/22/12
52.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7:30P- Inside Edition		1							1	$1,100.00	$1,100.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	10/22/12
53.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	12:36A- Late Night with Jimmy Fallon		2							2	$500.00	$1,000.00	Seattle/Tacoma (KING) (KING)	FALLON	10/22/12

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