KING-TV
333 Dexter Avenue N
Seattle, WA 98109

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

Contract # 856555

Schedule Dates	09/25/12-10/01/12
Advertiser	Rob McKenna for Washington (39549)
Agency/T-Code	Media Placement Technology (3588)/113823657
Product	Political - State Governor (1177)
Brand	MCKENNA FOR GOV (174345)
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	09/24/12
Last Modified	09/24/12
Entered By	Janelle Stavig
CO-OP	No
Headline #	06334886
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$18,697.50
Net Total	$105,952.50
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Sep. 2012	142	$102,825.00
Oct. 2012	36	$21,825.00
Grand Total:	178	$124,650.00

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	5	:30	4:28A- News @ 430am	8		X	X	X	X			8	$50.00	$400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
2.0	Normal Line / SPOT	10/01/12-10/01/12	5	:30	4:28A- News @ 430am		2							2	$50.00	$100.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
3.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	4:57A- News @ 5am M-F	8		X	X	X	X			8	$350.00	$2,800.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
4.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:57A- News @ 6am M-F	8		X	X	X	X			8	$725.00	$5,800.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	7A- Today Show	8		X	X	X	X			8	$775.00	$6,200.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
6.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	8A- Today Show	8		X	X	X	X			8	$750.00	$6,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
7.0	Normal Line / SPOT	09/29/12-09/29/12	5	:30	6A- News @ 6-8am Sa							1		1	$425.00	$425.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
8.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	7A- News @ 6-8am Sa							1		1	$575.00	$575.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
9.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	8A- News @ 8-10am Sa							1		1	$625.00	$625.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
10.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	5:58A- Meet The Press								1	1	$975.00	$975.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
11.0	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)	2X PER DAY	9/24/12
12.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	8A- News @ 7-930am Su								1	1	$525.00	$525.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
13.0	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)	2X PER DAY	9/24/12
14.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	10A- Today Show	4		X	X	X	X			4	$300.00	$1,200.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12

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CPE	N/A
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Headline #	06334886
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15.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	10A- Today Show		2							2	$300.00	$600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
16.0	Normal Line / SPOT	09/25/12-09/28/12	5	:30	11A- New Day Northwest	4		X	X	X	X			4	$75.00	$300.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
17.0	Normal Line / SPOT	10/01/12-10/01/12	5	:30	11A- New Day Northwest		2							2	$75.00	$150.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
18.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	11:59A- News @ 12pm	4		X	X	X	X			4	$400.00	$1,600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
19.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	11:59A- News @ 12pm		2							2	$400.00	$800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
20.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	1P- Days of Our Lives	4		X	X	X	X			4	$400.00	$1,600.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
21.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	1P- Days of Our Lives		2							2	$400.00	$800.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
22.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	1:58P- Dr Phil	4		X	X	X	X			4	$350.00	$1,400.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
23.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	1:58P- Dr Phil		2							2	$350.00	$700.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
24.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	2:58P- Ellen	9		X	X	X	X			9	$550.00	$4,950.00	Seattle/Tacoma (KING) (KING)	3X TU 2X PER DAY W-F	9/24/12
25.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	2:58P- Ellen		2							2	$550.00	$1,100.00	Seattle/Tacoma (KING) (KING)	3X TU 2X PER DAY W-F	9/24/12
26.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	3:58P- Katie	8		X	X	X	X			8	$700.00	$5,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
27.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	3:58P- Katie		2							2	$700.00	$1,400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
28.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	4:58P- News @ 5pm M-F	8		X	X	X	X			8	$825.00	$6,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12

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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

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Last Modified	09/24/12
Entered By	Janelle Stavig
CO-OP	No
Headline #	06334886
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$18,697.50
Net Total	$105,952.50
Sales Tax	

Seattle/Tacoma (KING) (KING)

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Oct. 2012	36	$21,825.00
Grand Total:	178	$124,650.00

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
29.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:30P- News @ 5pm M-F	8		X	X	X	X			7	$925.00	$6,475.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
29.0.1	Preempt	09/26/12															Seattle/Tacoma (KING) (KING)	I-Inventory Accommodation/Spot -ADV SEP	
30.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	6:29P- News @ 630pm M-F	8		X	X	X	X			8	$1,300.00	$10,400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
31.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	6:29P- News @ 630pm M-F		2							2	$1,300.00	$2,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
32.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	5P- News @ 5pm Sa							1		1	$775.00	$775.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
33.0	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)	2X PER DAY	9/24/12
34.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	6:30P- News @ 6pm							1		1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
35.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	7P- Evening Magazine	3		X	X	X	X			3	$750.00	$2,250.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
36.0	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
37.0	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
38.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	9P- News @ 9p Su								1	1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
39.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	10P- Dateline NBC								1	1	$2,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	1X PER DAY	9/24/12
40.0	Normal Line / SPOT	09/25/12-09/30/12	4	:30	11P- 11:35P (PT)	12		X	X	X	X	X	X	12	$1,250.00	$15,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12

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Schedule Dates	09/25/12-10/01/12	**Date Entered**	09/24/12
Advertiser	Rob McKenna for Washington (39549)	**Last Modified**	09/24/12
Agency/T-Code	Media Placement Technology (3588)/113823657	**Entered By**	Janelle Stavig
Product	Political - State Governor (1177)	**CO-OP**	No
Brand	MCKENNA FOR GOV (174345)	**Headline #**	06334886
Salesperson	Clark, Dave (3097)	**Demo**	
Sales Office	TeleRep - Washington D.C.	**Order Type**	Normal
Buyer Name	MEADE,NICOLE	**Package Deal**	
Phone/Fax	(425) 449-8244 /	**Commission %**	15.00
CPE	N/A	**Commission**	$18,697.50
Account Types	National/Political Candidate - Agency	**Net Total**	$105,952.50
Billing Type	Standard	**Sales Tax**	
Comments	MCKENNA FOR GOVERNOR ***** THIS IS A CASH IN ADVANCE SCHEDULE *****, MCKENNA FOR CONGRESS		

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Sep. 2012	142	$102,825.00
Oct. 2012	36	$21,825.00
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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
41.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	11P- News @ 11pm M-F		2							2	$1,250.00	$2,500.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
42.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	11:35P- Tonight Show with Jay Leno	8		X	X	X	X			8	$525.00	$4,200.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
43.0	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)	2X PER DAY	9/24/12
44.0	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)	2X PER DAY	9/24/12
45.0	Normal Line / NFL - Pre Game Show	09/30/12-09/30/12	4	:30	4P- Football Night in America								1	1	$3,000.00	$3,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
46.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	4:57A- News @ 5am M-F		2							2	$300.00	$600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
47.0	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)	2X PER DAY	9/24/12
48.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	7A- Today Show		2							2	$800.00	$1,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
49.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	8A- Today Show		2							2	$775.00	$1,550.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
50.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	5P- News @ 5pm M-F		2							2	$775.00	$1,550.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
51.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	5:30P- News @ 5pm M-F		2							2	$900.00	$1,800.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12
52.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	7P- Evening Magazine		1							1	$725.00	$725.00	Seattle/Tacoma (KING) (KING)	2X PER DAY	9/24/12

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53.0	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)	2X PER DAY	9/24/12

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