KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Media Plus
160 Roy Street
Seattle, WA 98109-4128

Contract # 860657

Schedule Dates	10/16/12-11/05/12
Advertiser	Dave Reichert for Congress (16188)
Agency/T-Code	Media Plus (1972)/121167084
Product	Political - US House (1175)
Brand	Reichert for 8th CD (179596)
Salesperson	Morgan, Colleen (2767)
Sales Office	Belo - National Non-Rep
Buyer Name	
Phone/Fax	/
CPE	N/A
Account Types	Local/Political Candidate - Agency
Billing Type	Standard
Comments	$124,700 147x

Date Entered	10/05/12
Last Modified	10/05/12
Entered By	Haley Kushman
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$18,705.00
Net Total	$105,995.00
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	95	$79,650.00
Nov. 2012	52	$45,050.00
Grand Total:	147	$124,700.00

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	10/16/12-10/19/12	4	:30	5:57A- News @ 6am M-F			1	1	1	1			4	$750.00	$3,000.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/5/12
2.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	7A- 8A (PT)			1	1	1				3	$800.00	$2,400.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/5/12
3.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	7A- 8A (PT)		1							1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/5/12
4.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	6:29P- News @ 630pm M-F				1	1	1			3	$2,000.00	$6,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/5/12
5.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	6:30P- 7P (PT)		1							1	$2,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/5/12
6.0	Normal Line / SPOT	10/23/12-10/25/12	3	:30	6:29P- News @ 630pm M-F			1	1	1				3	$2,000.00	$6,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/5/12
7.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	4:57A- News @ 5am M-F			1	1	1	1			4	$325.00	$1,300.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/5/12
8.0	Normal Line / SPOT	10/23/12-10/25/12	4	:30	4:57A- News @ 5am M-F			1	1	1				3	$650.00	$1,950.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/5/12
9.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	5:57A- News @ 6am M-F				1	1	1			3	$1,300.00	$3,900.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/5/12
10.0	Normal Line / SPOT	10/23/12-10/24/12	3	:30	7A- 8A (PT)			1	1					2	$1,400.00	$2,800.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/5/12
11.0	Normal Line / SPOT	10/20/12-10/27/12	3	:30	7A- 8A (PT)							1		2	$800.00	$1,600.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	10/5/12
12.0	Normal Line / SPOT	10/20/12-10/27/12	3	:30	8A- 9A (PT)							1		2	$850.00	$1,700.00	Seattle/Tacoma (KING) (KING)	SA 8-9A NEWS	10/5/12
13.0	Normal Line / SPOT	10/21/12-10/28/12	3	:30	9A- 10A (PT)								1	2	$750.00	$1,500.00	Seattle/Tacoma (KING) (KING)	SU 9-10A NEWS	10/5/12
14.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	9A- Today Show			1	1	1	1			4	$500.00	$2,000.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/5/12

CONFIRMATION CONTRACT

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B/E Bookend P/B Piggy Back

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Billing Type	Standard
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CO-OP	No
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15.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	9A- Today Show		1	1	1	1	1			5	$500.00	$2,500.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/5/12
16.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	10A- Today Show			1	1	1	1			4	$300.00	$1,200.00	Seattle/Tacoma (KING) (KING)	TODAY 3	10/5/12
17.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	10A- Today Show		1	1	1	1	1			5	$300.00	$1,500.00	Seattle/Tacoma (KING) (KING)	TODAY 3	10/5/12
18.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	11A- New Day Northwest			1	1		1			3	$200.00	$600.00	Seattle/Tacoma (KING) (KING)	NEW DAY NW	10/5/12
19.0	Normal Line / SPOT	10/22/12-10/24/12	4	:30	11A- New Day Northwest		1	1	1					3	$200.00	$600.00	Seattle/Tacoma (KING) (KING)	NEW DAY NW	10/5/12
20.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	11:59A- News @ 12pm			1	1	1	1			4	$650.00	$2,600.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/5/12
21.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	11:59A- News @ 12pm		1	1		1	1			4	$650.00	$2,600.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/5/12
22.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	2:58P- Ellen			1		1	1			3	$700.00	$2,100.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/5/12
23.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	2:58P- Ellen		1	1		1	1			4	$700.00	$2,800.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/5/12
24.0	Normal Line / SPOT	10/16/12-10/19/12	3	:30	5P- 5:30P (PT)			1	1		1			3	$1,100.00	$3,300.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/5/12
25.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5P- 5:30P (PT)		1	1		1	1			4	$1,100.00	$4,400.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/5/12
26.0	Normal Line / SPOT	10/17/12-10/18/12	3	:30	5:30P- 6P (PT)				1	1				2	$1,200.00	$2,400.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/5/12
27.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:30P- 6P (PT)			1	1	1	1			4	$1,200.00	$4,800.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/5/12
28.0	Normal Line / SPOT	10/17/12-10/19/12	3	:30	7P- Evening Magazine				1	1	1			3	$1,200.00	$3,600.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/5/12

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29.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	7P- 7:30P (PT)		1							1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/5/12
30.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	7P- Evening Magazine				1	1	1			3	$1,200.00	$3,600.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/5/12
31.0	Normal Line / SPOT	10/20/12-10/27/12	3	:30	7:28P- Northwest Backroads							1		2	$450.00	$900.00	Seattle/Tacoma (KING) (KING)	NW BACKROADS	10/5/12
32.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	7A- 8A (PT)		1							1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/5/12
33.0	Normal Line / SPOT	10/30/12-10/31/12	3	:30	6:29P- News @ 630pm M-F			1	1					2	$2,000.00	$4,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/5/12
34.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6:29P- News @ 630pm M-F						1			1	$2,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/5/12
35.0	Normal Line / SPOT	10/30/12-10/31/12	3	:30	4:57A- News @ 5am M-F			1	1					2	$650.00	$1,300.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/5/12
36.0	Normal Line / SPOT	10/31/12-11/01/12	3	:30	5:57A- News @ 6am M-F				1	1				2	$1,300.00	$2,600.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/5/12
37.0	Normal Line / SPOT	10/30/12-11/01/12	3	:30	7A- 8A (PT)			1	1	1				3	$1,400.00	$4,200.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/5/12
38.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	7A- 8A (PT)							1		1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	10/5/12
39.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	8A- 9A (PT)							1		1	$850.00	$850.00	Seattle/Tacoma (KING) (KING)	SA 8-9A NEWS	10/5/12
40.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	9A- 10A (PT)							1		1	$900.00	$900.00	Seattle/Tacoma (KING) (KING)	SA 9-10A NEWS	10/5/12
41.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	9A- 10A (PT)								1	1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	SU 9-10A NEWS/UPFRONT	10/5/12
42.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	9A- Today Show		1	1	1	1	1			5	$500.00	$2,500.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/5/12

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43.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- Today Show		1							1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/5/12
44.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	10A- Today Show		1	1	1	1	1			5	$300.00	$1,500.00	Seattle/Tacoma (KING) (KING)	TODAY 3	10/5/12
45.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	11A- New Day Northwest		1	1	1					3	$200.00	$600.00	Seattle/Tacoma (KING) (KING)	NEW DAY NW	10/5/12
46.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	11:59A- News @ 12pm		1	1	1		1			4	$650.00	$2,600.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/5/12
47.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	2:58P- Ellen		1	1		1	1			4	$700.00	$2,800.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/5/12
48.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2:58P- Ellen		1							1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/5/12
49.0	Normal Line / SPOT	10/29/12-11/01/12	3	:30	5P- 5:30P (PT)		1	1	1	1				4	$1,100.00	$4,400.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/5/12
50.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:30P- 6P (PT)		1	1		1	1			4	$1,200.00	$4,800.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/5/12
51.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:30P- 6P (PT)		1							1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/5/12
52.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	7P- Evening Magazine		1		1	1	1			4	$1,200.00	$4,800.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/5/12
53.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	7:28P- Northwest Backroads							1		1	$450.00	$450.00	Seattle/Tacoma (KING) (KING)	NW BACKROADS	10/5/12
54.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	6:30P- 7P (PT)			1						1	$2,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/5/12

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