KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 860457

Schedule Dates	10/11/12-10/14/12
Advertiser	Denny Heck for Congress (33807)
Agency/T-Code	Media Strategies & Research - VA (1523)/155303:
Product	Political - US House (1175)
Brand	Heck for Congress 2012 (174525)
Salesperson	Morgan, Colleen (2767)
Sales Office	Belo - National Non-Rep
Buyer Name	Beale,Rachael
Phone/Fax	(360) 878-9144 /
CPE	12331
Account Types	Local/Political Candidate - Agency
Billing Type	Standard
Comments	$27,925 27X

Date Entered	10/04/12
Last Modified	10/04/12
Entered By	Haley Kushman
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$4,188.75
Net Total	$23,736.25
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	27	$27,925.00
Grand Total:	27	$27,925.00

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	10/11/12-10/11/12	4	:30	4:57A- News @ 5am M-F					1				1	$300.00	$300.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/4/12
2.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	5:57A- News @ 6am M-F					1	1			2	$750.00	$1,500.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/4/12
3.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	7A- 8A (PT)					1	1			2	$800.00	$1,600.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/4/12
4.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	8A- 9A (PT)						1			1	$775.00	$775.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	10/4/12
5.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	8A- 9A (PT)								1	1	$525.00	$525.00	Seattle/Tacoma (KING) (KING)	SU 8-9A	10/4/12
6.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	9A- Today Show					1				1	$300.00	$300.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/4/12
7.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	2:58P- Ellen					1	1			2	$550.00	$1,100.00	Seattle/Tacoma (KING) (KING)	ELLEN	10/4/12
8.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	3:58P- Katie					1	1			2	$700.00	$1,400.00	Seattle/Tacoma (KING) (KING)	KATIE	10/4/12
9.0	Normal Line / SPOT	10/11/12-10/11/12	3	:30	5P- 5:30P (PT)					1				1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/4/12
10.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	5:30P- 6P (PT)					1	1			2	$1,600.00	$3,200.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/4/12
11.0	Normal Line / SPOT	10/12/12-10/12/12	3	:30	6:29P- News @ 630pm M-F						1			1	$2,500.00	$2,500.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/4/12
12.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	5:30P- 6P (PT)							1		1	$900.00	$900.00	Seattle/Tacoma (KING) (KING)	SA 530-6P NEWS	10/4/12
13.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7P- Evening Magazine						1			1	$725.00	$725.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/4/12
14.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	10P- Dateline NBC						1			1	$2,800.00	$2,800.00	Seattle/Tacoma (KING) (KING)	DATELINE	10/4/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 09:49 AM on Friday, October 5 2012

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15.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	9P- Chicago Fire							1		1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	CHICAGO FIRE	10/4/12
16.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	11P- News @ 11pm M-F					1	1			2	$1,250.00	$2,500.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/4/12
17.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	11P- News @ 11pm SS							1		1	$1,250.00	$1,250.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/4/12
18.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9P- News @ 9p Su								1	1	$1,600.00	$1,600.00	Seattle/Tacoma (KING) (KING)	9P NEWS	10/4/12
19.0	Normal Line / SPOT	10/12/12-10/12/12	3	:30	12:37A- Late Night with Jimmy Fallon						1			1	$850.00	$850.00	Seattle/Tacoma (KING) (KING)	FALLON	10/4/12
20.0	Normal Line / SPOT	10/11/12-10/11/12	3	:30	11:34P- Tonight Show with Jay Leno					1				1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	LENO	10/4/12
21.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7:30P- 8P (PT)						1			1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	INSIDE ED N/A	10/4/12

CONFIRMATION CONTRACT

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