KING-TV
333 Dexter Avenue N
Seattle, WA 98109

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

Contract # 852895

Schedule Dates	10/15/12-10/21/12
Advertiser	Denny Heck for Congress (33807)
Agency/T-Code	Media Strategies & Research - VA (1523)/1553035
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	11787
Account Types	Local/Political Candidate - Agency
Billing Type	Standard
Comments	$65,325 86X KING

Date Entered	09/05/12
Last Modified	09/05/12
Entered By	Haley Kushman
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$9,798.75
Net Total	$55,526.25
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Oct. 2012	86	$65,325.00
Grand Total:	86	$65,325.00

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	10/15/12-10/19/12	4	:30	4:57A- News @ 5am M-F		1	1	1	1	1			5	$325.00	$1,625.00	Seattle/Tacoma (KING) (KING)	5A NEWS	9/5/12
2.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:57A- News @ 6am M-F		1	1	1	1	1			5	$750.00	$3,750.00	Seattle/Tacoma (KING) (KING)	6A NEWS	9/5/12
3.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	7A- 8A (PT)		1	1	1	1	1			5	$800.00	$4,000.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	9/5/12
4.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	8A- 9A (PT)		1	1	1	1	1			5	$775.00	$3,875.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	9/5/12
5.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	5A- 6A (PT)							1		1	$175.00	$175.00	Seattle/Tacoma (KING) (KING)	SA TODAY 5-6A	9/5/12
6.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6A- 7A (PT)							1		1	$450.00	$450.00	Seattle/Tacoma (KING) (KING)	SA 6-7A NEWS	9/5/12
7.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	7A- 8A (PT)							1		1	$600.00	$600.00	Seattle/Tacoma (KING) (KING)	SA 7-8A NEWS	9/5/12
8.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	5A- Sunday Today Show								1	1	$225.00	$225.00	Seattle/Tacoma (KING) (KING)	SU TODAY	9/5/12
9.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	7A- 8A (PT)								1	1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	SU 7-8A NEWS	9/5/12
10.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	8A- 9A (PT)								1	1	$550.00	$550.00	Seattle/Tacoma (KING) (KING)	SU 8-9A NEWS	9/5/12
11.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	9A- Today Show			1	1		1			3	$300.00	$900.00	Seattle/Tacoma (KING) (KING)	TODAY 2	9/5/12
12.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	10A- Today Show					1				1	$300.00	$300.00	Seattle/Tacoma (KING) (KING)	TODAY 3	9/5/12
13.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	11:59A- News @ 12pm		1		1					2	$400.00	$800.00	Seattle/Tacoma (KING) (KING)	12P NEWS	9/5/12
14.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	1:58P- Dr Phil			1						1	$350.00	$350.00	Seattle/Tacoma (KING) (KING)	DR PHIL	9/5/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

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Brand	Heck for Congress 2012 (174525)
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Sales Office	Belo - National Non-Rep
Buyer Name	Beale,Rachael
Phone/Fax	(360) 878-9144 /
CPE	11787
Account Types	Local/Political Candidate - Agency
Billing Type	Standard
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15.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	2:58P- Ellen		1	1	1	1	1			5	$600.00	$3,000.00	Seattle/Tacoma (KING) (KING)	ELLEN	9/5/12
16.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	3:58P- Katie		1	1	1	1	1			5	$675.00	$3,375.00	Seattle/Tacoma (KING) (KING)	KATIE	9/5/12
17.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5P- 5:30P (PT)		1	1	1	1	1			5	$800.00	$4,000.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	9/5/12
18.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:30P- 6P (PT)		1	1	1	1	1			5	$900.00	$4,500.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	9/5/12
19.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	6:29P- News @ 630pm M-F		1							1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	630P NEWS	9/5/12
20.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	6:30P- 7P (PT)			1						1	$1,400.00	$1,400.00	Seattle/Tacoma (KING) (KING)	630P NEWS	9/5/12
21.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	6:29P- News @ 630pm M-F				1	1	1			3	$1,400.00	$4,200.00	Seattle/Tacoma (KING) (KING)	630P NEWS	9/5/12
22.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	5P- 5:30P (PT)							1		1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS SA	9/5/12
23.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	5:30P- 6P (PT)							1		1	$800.00	$800.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS SA	9/5/12
24.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6:29P- News @ 630pm Sa							1		1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	630P NEWS SA	9/5/12
25.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	7P- Evening Magazine		1							1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	9/5/12
26.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	7P- 7:30P (PT)			1						1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	9/5/12
27.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	7P- Evening Magazine				1	1	1			3	$750.00	$2,250.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	9/5/12
28.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	7:30P- Inside Edition		1							1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	9/5/12

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30.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	7:30P- Inside Edition				1	1	1			3	$700.00	$2,100.00	Seattle/Tacoma (KING) (KING)	INSIDE ED	9/5/12
31.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	7:28P- Northwest Backroads							1		1	$350.00	$350.00	Seattle/Tacoma (KING) (KING)	NW BACKROADS	9/5/12
32.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	7:58P- Whitney						1			1	$2,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	WHITNEY/COMMUNITY	9/5/12
33.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	10P- Law and Order SVU							1		1	$1,000.00	$1,000.00	Seattle/Tacoma (KING) (KING)	L&O	9/5/12
34.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	11P- News @ 11pm M-F		1	1						2	$1,250.00	$2,500.00	Seattle/Tacoma (KING) (KING)	11P NEWS	9/5/12
35.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	10:59P- News @ 11pm M-F				1	1	1			3	$1,250.00	$3,750.00	Seattle/Tacoma (KING) (KING)	11P NEWS	9/5/12
36.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	11P- News @ 11pm SS							1		1	$1,250.00	$1,250.00	Seattle/Tacoma (KING) (KING)	11P NEWS	9/5/12
37.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	9P- News @ 9p Su								1	1	$2,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	9P NEWS	9/5/12
38.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	11:35P- 12:35A (PT)		1	1	1	1	1			5	$650.00	$3,250.00	Seattle/Tacoma (KING) (KING)	LENO	9/5/12

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