KGW NewsChannel 8

KGW
1501 SW Jefferson
Portland, OR 97201

Media Analysis Inc.
P.O. Box 66490
Portland, OR 97290-6490

Contract # 860240

Schedule Dates	10/09/12-10/15/12
Advertiser	Yes on 82 & 83 (39800)
Agency/T-Code	Media Analysis Inc. (7701)/782532662
Product	Political - Ballot Issue (1195)
Brand	Yes on 82 & 83 (176433)
Salesperson	Torheim, Bob (2063)
Sales Office	KGW - Portland
Buyer Name	
Phone/Fax	/
CPE	428
Account Types	Local/Political Issue - Agency
Billing Type	Standard
Comments	OT $73,975 142x KG 10/4/12

Date Entered	10/04/12
Last Modified	10/12/12
Entered By	Karen Good
CO-OP	No
Headline #	428
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$10,976.25
Net Total	$62,198.75
Sales Tax	

Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Oct. 2012	142	$73,175.00
Grand Total:	142	$73,175.00

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	10/09/12-10/12/12	2	:30	5:57A- 6:58A (PT)			1	1	1	1			4	$700.00	$2,800.00	Portland (KGW) (KGW)		10/4/12
2.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	6:58A- 9A (PT)			2	2	2	2			8	$725.00	$5,800.00	Portland (KGW) (KGW)		10/4/12
3.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	9A- 10A (PT)			2	2	2	2			7	$400.00	$2,800.00	Portland (KGW) (KGW)		10/4/12
4.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	10A- 11A (PT)			1	1	1	1			4	$350.00	$1,400.00	Portland (KGW) (KGW)		10/4/12
5.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	11A- 11:59A (PT)			1	1	1	1			4	$200.00	$800.00	Portland (KGW) (KGW)		10/4/12
6.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	11:59A- 12:31P (PT)			1	1	1	1			4	$400.00	$1,600.00	Portland (KGW) (KGW)		10/4/12
7.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	12:31P- 12:57P (PT)			1	1	1	1			4	$200.00	$800.00	Portland (KGW) (KGW)		10/4/12
8.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	12:57P- 1:58P (PT)			1	1	1	1			4	$300.00	$1,200.00	Portland (KGW) (KGW)		10/4/12
9.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	1:58P- 2:58P (PT)			1	1	1	1			4	$400.00	$1,600.00	Portland (KGW) (KGW)		10/4/12
10.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	2:58P- 4P (PT)			1	1	1	1			4	$400.00	$1,600.00	Portland (KGW) (KGW)		10/4/12
11.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	4P- 4:57P (PT)			2	2	2	2			8	$600.00	$4,800.00	Portland (KGW) (KGW)		10/4/12
12.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	4:57P- 5:30P (PT)			1	1	1	1			4	$900.00	$3,600.00	Portland (KGW) (KGW)		10/4/12
13.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	5:59P- 7P (PT)			2	2		2			6	$900.00	$5,400.00	Portland (KGW) (KGW)		10/4/12
14.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	7P- 7:29P (PT)			1	1		1			3	$550.00	$1,650.00	Portland (KGW) (KGW)		10/4/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

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15.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	7:29P- 7:57P (PT)			1	1		1			3	$600.00	$1,800.00	Portland (KGW) (KGW)		10/4/12
16.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	10:59P- 11:34P (PT)			1	1	1	1			4	$900.00	$3,600.00	Portland (KGW) (KGW)		10/4/12
17.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	11:34P- 12:37A (PT)			2	2	2	2			8	$500.00	$4,000.00	Portland (KGW) (KGW)		10/4/12
18.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	12:37A- 1:36A (PT)			1	1	1	1			4	$350.00	$1,400.00	Portland (KGW) (KGW)		10/4/12
19.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	1:36A- 2:05A (PT)			1	1	1	1			4	$300.00	$1,200.00	Portland (KGW) (KGW)		10/4/12
20.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	4:58A- 5:57A (PT)			2	2	2	2			8	$225.00	$1,800.00	Portland (KGW) (KGW)		10/4/12
21.0	Normal Line / SPOT	10/11/12-10/11/12	2	:30	5:59P- Vice Presidential Debate					1					$1,200.00		Portland (KGW) (KGW)		10/4/12
22.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	5:58A- 9A (PT)							3		3	$350.00	$1,050.00	Portland (KGW) (KGW)		10/4/12
23.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	5P- 6P (PT)							2		2	$500.00	$1,000.00	Portland (KGW) (KGW)		10/4/12
24.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	7P- Inside Edition Weekend							1		1	$600.00	$600.00	Portland (KGW) (KGW)		10/4/12
25.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	7:28P- Grants Getaways							1		1	$225.00	$225.00	Portland (KGW) (KGW)		10/4/12
26.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	10:59P- News @ 11pm Sat							2		2	$900.00	$1,800.00	Portland (KGW) (KGW)		10/4/12
27.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	11:29P- Saturday Night Live							2		2	$1,200.00	$2,400.00	Portland (KGW) (KGW)		10/4/12

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28.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	5:58A- 8:58A (PT)								2	2	$350.00	$700.00	Portland (KGW) (KGW)		10/4/12
29.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	8:58A- Meet The Press								1	1	$800.00	$800.00	Portland (KGW) (KGW)		10/4/12
30.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	11P- News @ 11pm Sun								1	1	$900.00	$900.00	Portland (KGW) (KGW)		10/4/12
31.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	5:57A- 6:58A (PT)		1							1	$700.00	$700.00	Portland (KGW) (KGW)		10/4/12
32.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	6:58A- 9A (PT)		2							2	$725.00	$1,450.00	Portland (KGW) (KGW)		10/4/12
33.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	9A- 10A (PT)		2							2	$400.00	$800.00	Portland (KGW) (KGW)		10/4/12
34.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	10A- 11A (PT)		1							1	$350.00	$350.00	Portland (KGW) (KGW)		10/4/12
35.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	11A- 11:59A (PT)		1							1	$200.00	$200.00	Portland (KGW) (KGW)		10/4/12
36.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	11:59A- 12:31P (PT)		1							1	$400.00	$400.00	Portland (KGW) (KGW)		10/4/12
37.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	12:31P- 12:57P (PT)		1							1	$200.00	$200.00	Portland (KGW) (KGW)		10/4/12
38.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	12:57P- 1:58P (PT)		1							1	$300.00	$300.00	Portland (KGW) (KGW)		10/4/12
39.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	1:58P- 2:58P (PT)		1							1	$400.00	$400.00	Portland (KGW) (KGW)		10/4/12
40.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	2:58P- 4P (PT)		1							1	$400.00	$400.00	Portland (KGW) (KGW)		10/4/12
41.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	4P- 4:57P (PT)		2							2	$600.00	$1,200.00	Portland (KGW) (KGW)		10/4/12

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42.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	4:57P- 5:30P (PT)		1							1	$900.00	$900.00	Portland (KGW) (KGW)		10/4/12
43.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	5:59P- 7P (PT)		2							2	$900.00	$1,800.00	Portland (KGW) (KGW)		10/4/12
44.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	7P- News @ 7p		1							1	$550.00	$550.00	Portland (KGW) (KGW)		10/4/12
45.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	7:29P- Inside Edition		1							1	$600.00	$600.00	Portland (KGW) (KGW)		10/4/12
46.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	10:59P- News @ 11pm M- F		1							1	$900.00	$900.00	Portland (KGW) (KGW)		10/4/12
47.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	11:34P- The Tonight Show with Jay Leno		2							2	$500.00	$1,000.00	Portland (KGW) (KGW)		10/4/12
48.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	12:37A- Late Night with Jimmy Fallon		1							1	$350.00	$350.00	Portland (KGW) (KGW)		10/4/12
49.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	1:36A- Last Call with Carson Daly		1							1	$300.00	$300.00	Portland (KGW) (KGW)		10/4/12
50.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	4:58A- 5:57A (PT)		2							2	$225.00	$450.00	Portland (KGW) (KGW)		10/4/12
51.0	Normal Line / SPOT	10/12/12-10/12/12	6	:30	6:58A- 9A (PT)						1			1	$400.00	$400.00	Portland (KGW) (KGW)		10/11/12
52.0	M/G For 3.0.1 / SPOT	10/12/12-10/12/12	4	:30	6:58A- 9A (PT)						1			1	$400.00	$400.00	Portland (KGW) (KGW)		10/12/12

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