



KATU TV
2153 NE Sandy Blvd
Portland, OR 97232
(503)231-4222

www.katu.com

CONTRACT

And:

Media Analysis, Inc
Attention: Marla Jackson
PO Box 66490
Portland, OR 97290

<u>Contract / Revision</u> 199312 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/15/12 - 11/05/12	<u>Estimate #</u> 406	
<u>Advertiser</u> Mary Nolan for City Council, Pos 1		<u>Original Date / Revision</u> 10/26/12 / 10/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KATU	<u>Account Executive</u> Local Direct	<u>Sales Office</u> Portland Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 234.60
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	KATU	10/15/12	10/19/12	Good Morning America	7a-9a		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$350.00	1.80			
2	KATU	10/15/12	10/19/12	M-F 430-5p	430p-5p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-T---				2	\$400.00	2.30			
3	KATU	10/15/12	10/19/12	KATU News @ 5p	5p-530p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-W----				2	\$700.00	3.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KATU	10/15/12-10/21/12	KATU News @ 5p	5p-530p	M-W-----	:30		\$700.00	3.60	NM		
		See MG 3.3											
	3	KATU	10/22/12-10/22/12	KATU News @ 5p	5p-530p	M-----	:30		\$700.00	3.60	NM		
		Ⓜ MG for 3.1 10/17											
4	KATU	10/15/12	10/19/12	KATU News @ 6p	6p-630p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-W-F--				3	\$700.00	3.90			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KATU	10/15/12-10/21/12	KATU News @ 6p	6p-630p	M-W-F----	:30		\$700.00	3.90	NM		
		See MG 4.4											
	4	KATU	10/28/12-10/28/12	Sun 6-630p News	6p-630p	-----Su	:30		\$700.00	3.90	NM		
		Ⓜ MG for 4.1 10/17											
5	KATU	10/15/12	10/19/12	KATU News @ 630p	630p-7p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-WT---				3	\$700.00	3.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	KATU	10/15/12-10/21/12	KATU News @ 630p	630p-7p	M-WTh----	:30		\$700.00	3.50	NM		
		See MG 5.4											
	4	KATU	10/21/12-10/21/12	Sun 6-630p News	6p-630p	-----Su	:30		\$700.00	3.50	NM		
		Ⓜ MG for 5.3 10/17											
6	KATU	10/15/12	10/19/12	Jeopardy	7p-730p		:30				NM	2	\$2,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 10/15/12 - 11/05/12		<u>Product</u>
<u>Advertiser</u> Mary Nolan for City Coun		<u>Estimate #</u> 406
<u>Original Date / Revision</u> 10/26/12 / 10/26/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-W----				2	\$1,100.00	7.10			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KATU	10/15/12-10/21/12	Jeopardy	7p-730p	M-W-----	:30		\$1,100.00	7.10	NM		
	See MG 6.3												
	3	KATU	10/29/12-10/29/12	Jeopardy	7p-730p	M-----	:30		\$1,100.00	7.10	NM		
	(M) MG for 6.1 10/17												
N 7	KATU	10/15/12	10/19/12	Wheel Of Fortune	730p-8p		:30				NM	3	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--WT---				2	\$1,100.00	6.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KATU	10/15/12-10/21/12	Wheel Of Fortune	730p-8p	---WTh----	:30		\$1,100.00	6.50	NM		
	See MG 7.3												
	3	KATU	11/02/12-11/02/12	Wheel Of Fortune	730p-8p	-----F----	:30		\$1,100.00	6.50	NM		
	(M) See MG 7.4,7.5												
	4	KATU	10/26/12-10/26/12	20/20	10p-11p	-----F----	:30		\$900.00	6.50	NM		
	(M) MG for 7.3 11/02												
	5	KATU	10/28/12-10/28/12	Sunday 7-9a News	Sun 7a-9a	-----Su	:30		\$200.00	6.50	NM		
	(M) MG for 7.3 11/02												
8	KATU	10/15/12	10/19/12	Nightline	1135p-1202a		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---				3	\$350.00	1.90			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KATU	10/15/12-10/21/12	Nightline	1135p-1202a	-TuWTh----	:30		\$350.00	1.90	NM		
	See MG 8.4												
	4	KATU	10/19/12-10/19/12	Th/Fri Nightline 12a after HS	12a-1230a	-----F----	:30		\$350.00	1.90	NM		
	(M) MG for 8.2 10/17												
9	KATU	10/21/12	10/21/12	Sunday 7-9a News	Sun 7a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$200.00	1.10			
10	KATU	10/21/12	10/21/12	Sun 5P News	5p-530p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$700.00	4.00			
11	KATU	10/22/12	10/26/12	Good Morning America	7a-9a		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-TW-F--				3	\$350.00	1.80			
12	KATU	10/22/12	10/26/12	M-F 430-5p	430p-5p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$400.00	2.30			
13	KATU	10/22/12	10/26/12	KATU News @ 5p	5p-530p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T---				2	\$700.00	3.60			
14	KATU	10/22/12	10/26/12	KATU News @ 6p	6p-630p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-TW-F--				3	\$700.00	3.90			
15	KATU	10/22/12	10/26/12	KATU News @ 630p	630p-7p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-TW----				2	\$700.00	3.50			
16	KATU	10/22/12	10/26/12	Jeopardy	7p-730p		:30				NM	2	\$2,200.00

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<u>Advertiser</u> Mary Nolan for City Coun		<u>Estimate #</u> 406
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T---				2	\$1,100.00	7.10			
17	KATU	10/22/12	10/26/12	Wheel Of Fortune	730p-8p		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---				2	\$1,100.00	6.50			
18	KATU	10/22/12	10/26/12	Nightline	1135p-1202a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T---				2	\$350.00	1.90			
19	KATU	10/28/12	10/28/12	Sunday 7-9a News	Sun 7a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$200.00	1.10			
20	KATU	10/28/12	10/28/12	Sun 5P News	5p-530p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$700.00	4.00			
21	KATU	10/29/12	11/02/12	Good Morning America	7a-9a		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT---				4	\$350.00	1.80			
22	KATU	10/29/12	11/02/12	M-F 430-5p	430p-5p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$400.00	2.30			
23	KATU	10/29/12	11/02/12	KATU News @ 5p	5p-530p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$700.00	3.60			
24	KATU	10/29/12	11/02/12	KATU News @ 6p	6p-630p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-WT---				3	\$700.00	3.90			
25	KATU	10/29/12	11/02/12	KATU News @ 630p	630p-7p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWT---				3	\$700.00	3.50			
26	KATU	10/29/12	11/02/12	Jeopardy	7p-730p		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$1,100.00	7.10			
27	KATU	10/29/12	11/02/12	Wheel Of Fortune	730p-8p		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,100.00	6.50			
28	KATU	10/29/12	11/02/12	Nightline	1135p-1202a		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWT---				3	\$350.00	1.90			
29	KATU	11/04/12	11/04/12	Sunday 7-9a News	Sun 7a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$200.00	1.10			
30	KATU	11/04/12	11/04/12	Sun 5P News	5p-530p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$700.00	4.00			
Totals										234.60		66	\$40,650.00

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<u>Advertiser</u> Mary Nolan for City Coun		<u>Original Date / Revision</u> 10/26/12 / 10/26/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/01/12 - 10/28/12	42	\$25,400.00	\$21,590.00
10/29/12 - 11/04/12	24	\$15,250.00	\$12,962.50
Totals	66	\$40,650.00	\$34,552.50

Signature: _____ **Date:** _____

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