

CONTRACT



KCPQ-TV
1813 Westlake Avenue N
Seattle, WA 98109
(206) 674-1313

<u>Contract / Revision</u> 397683 /		<u>Alt Order #</u>
<u>Product</u> General Election		
<u>Contract Dates</u> 10/11/12 - 10/14/12		<u>Estimate #</u>
<u>Advertiser</u> Bill Driscoll / Rep / Congress		<u>Original Date / Revision</u> 10/10/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCPQ	<u>Account Executive</u> Christine McGurn	<u>Sales Office</u> Seattle - KCPQ/
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 32.10
<u>IDB#</u> 1304	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> MDPL/	<u>Advertiser Ref</u>	

And:

Media Plus
160 Roy Street
Seattle, WA 98109

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
N 1	13	10/11/12	10/12/12	M-F 7a-9a Q13 AM News	7a-9a		: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:		10/08/12	10/14/12	---11--				2	\$400.00	1.50			
N 2	13	10/12/12	10/12/12	M-F 5a-6a Q13 AM News	5a-6a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---1--				1	\$140.00	0.60			
N 3	13	10/11/12	10/12/12	M-F 6a-7a Q13 AM News	6a-7a		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---11--				2	\$300.00	0.90			
N 4	13	10/11/12	10/12/12	M-F 7a-9a Q13 AM News	7a-9a		: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:		10/08/12	10/14/12	---11--				2	\$400.00	1.50			
N 5	13	10/11/12	10/12/12	M-F 6p-630p	6p-630p Two & A I		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---11--				2	\$675.00	1.20			
	<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	13	10/08/12-10/14/12	M-F 6p-630p	6p-630p Two & A I	----ThF----	:30		\$675.00	1.20	NM		
	<i>Credited</i>												
N 6	13	10/11/12	10/12/12	M-F 10p News	M-Th 10p-11p, F 11		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---11--				2	\$1,000.00	1.80			
N 7	13	10/14/12	10/14/12	NLCS	Various		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1				1	\$2,000.00	4.30			
N 8	13	10/13/12	10/13/12	PAC-12 Football on FOX	Various		:30				NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$7,000.00	10.00			
N 9	13	10/11/12	10/11/12	M-SU	Various		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---				1	\$1,500.00	3.20			
N 10	13	10/13/12	10/13/12	Sa 10p-1030p	10p-1030p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$750.00	1.40			
Totals											32.10	14	\$16,265.00

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Advertiser</u> Bill Driscoll / Rep / Congr	<u>Original Date / Revision</u> 10/10/12 / 10/12/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	14	\$16,265.00	\$13,825.25
Totals	14	\$16,265.00	\$13,825.25

Signature: _____ **Date:** _____

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