



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

CONTRACT

And:

Media Plus
160 Roy Street
Seattle, WA 98109

| | | |
|--|--|--|
| <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> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | 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 | | |
| | Credited | | | | | | | | | | | | |
| N 6 | 13 | 10/11/12 | 10/12/12 | M-F 10p News | M-Th 10p-11p, F 11p | | :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>Time Period</u> | | <u># of Spots</u> | | <u>Gross Amount</u> | | <u>Net Amount</u> | | | | | | | |
| 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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