



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

www.katu.com

And:

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

CONTRACT

<u>Contract / Revision</u> 199137 /		<u>Alt Order #</u>
<u>Product</u> 378		
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Estimate #</u>	
<u>Advertiser</u> Defend Oregon-Yes on 85		<u>Original Date / Revision</u> 10/17/12 / 10/17/12
<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>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	Type	Spots	Amount
1	KATU	10/22/12	10/28/12	KATU News @ 6p	6p-630p		:30			NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,300.00			
N 2	KATU	10/22/12	10/22/12	A.M Northwest	9a-10a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$350.00			
N 3	KATU	10/22/12	10/22/12	The View	10a-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$500.00			
N 4	KATU	10/22/12	10/22/12	Live with Kelly	11a-12p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00			
N 5	KATU	10/22/12	10/22/12	Dr. Oz	3p-4p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00			
Totals											9	\$8,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	9	\$8,250.00	\$7,012.50
Totals	9	\$8,250.00	\$7,012.50

Signature: _____ Date: _____

(* 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, on 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.

Fisher Broadcasting stations do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race or ethnicity.