

CONTRACT

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

And:

Media Placement Technologies
336 Commerce St
Alexandria, VA 22314

<u>Contract / Revision</u> 380885 /		<u>Alt Order #</u> 06283856
<u>Product</u> MCKENNA 4 GOVERNOR		
<u>Contract Dates</u> 10/02/12 - 10/08/12	<u>Estimate #</u>	
<u>Advertiser</u> McKenna / Rep / Governor		<u>Original Date / Revision</u> 08/16/12 / 08/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCPQ	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<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
N 1	13	10/02/12	10/05/12	M-F 5a-6a Q13 AM New	5a-6a		:30			NM	8	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				8	\$80.00			
N 2	13	10/08/12	10/08/12	M-F 5a-6a Q13 AM New	5a-6a		:30			NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	2-----				2	\$80.00			
N 3	13	10/02/12	10/05/12	M-F 6a-7a Q13 AM New	6a-7a		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$200.00			
N 4	13	10/08/12	10/08/12	M-F 6a-7a Q13 AM New	6a-7a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$200.00			
N 5	13	10/02/12	10/05/12	M-F 7a-9a Q13 AM New	7a-9a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$300.00			
N 6	13	10/08/12	10/08/12	M-F 7a-9a Q13 AM New	7a-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* 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>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/08/12	10/14/12	1-----				1	\$300.00																													
N 7	13	10/02/12	10/05/12	M-F 7a-9a Q13 AM New	7a-9a		:30			NM	4	\$1,200.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/01/12	10/07/12	-TWTF--				4	\$300.00																													
N 8	13	10/08/12	10/08/12	M-F 7a-9a Q13 AM New	7a-9a		:30			NM	1	\$300.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/08/12	10/14/12	1-----				1	\$300.00																													
N 9	13	10/02/12	10/05/12	M-F News @ Four	4p-5p		:30			NM	4	\$560.00																										
<table> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr> <tr> <td>Week:</td><td></td><td>10/01/12</td><td>10/07/12</td><td>-TWTF--</td><td></td><td></td><td></td><td>4</td><td>\$140.00</td><td></td><td></td><td></td></tr> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				Week:		10/01/12	10/07/12	-TWTF--				4	\$140.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/01/12	10/07/12	-TWTF--				4	\$140.00																													
N 10	13	10/08/12	10/08/12	M-F News @ Four	4p-5p		:30			NM	1	\$140.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/08/12	10/14/12	1-----				1	\$140.00																													
N 11	13	10/02/12	10/05/12	M-F 6p-630p	6p-630p		:30			NM	4	\$1,600.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/01/12	10/07/12	-TWTF--				4	\$400.00																													
N 12	13	10/08/12	10/08/12	M-F 6p-630p	6p-630p		:30			NM	1	\$400.00																										
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Week:		10/08/12	10/14/12	1-----				1	\$400.00																													
N 13	13	10/02/12	10/05/12	M-F 630p-7p	630p-7p		:30			NM	4	\$1,600.00																										
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Week:		10/01/12	10/07/12	-TWTF--				4	\$400.00																													
N 14	13	10/08/12	10/08/12	M-F 630p-7p	630p-7p		:30			NM	1	\$400.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/08/12	10/14/12	1-----				1	\$400.00																													
N 15	13	10/02/12	10/05/12	M-F 730p-8p	730p-8p		:30			NM	4	\$3,600.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/01/12	10/07/12	-TWTF--				4	\$900.00																													
N 16	13	10/08/12	10/08/12	M-F 730p-8p	730p-8p		:30			NM	1	\$900.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/08/12	10/14/12	1-----				1	\$900.00																													
N 17	13	10/02/12	10/05/12	M-F 10p News	M-Th 10p-11p, F 11		:30			NM	8	\$6,000.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		10/01/12	10/07/12	-TWTF--				8	\$750.00																													

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380885 /	06283856

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/12 - 10/08/12	MCKENNA 4 GOVERNOR	

<u>Advertiser</u>	<u>Original Date / Revision</u>
McKenna / Rep / Governor	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 18	13	10/08/12	10/08/12	M-F 10p News	M-Th 10p-11p, F 11p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	2-----				2	\$750.00			
N 19	13	10/02/12	10/05/12	M-F 11p-1130p	1058p-1130p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$250.00			
N 20	13	10/08/12	10/08/12	M-F 11p-1130p	1058p-1130p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$250.00			
N 21	13	10/02/12	10/05/12	M-F 1130p-12a	1129p-12a		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$150.00			
N 22	13	10/08/12	10/08/12	M-F 1130p-12a	1129p-12a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$150.00			
N 23	13	10/07/12	10/07/12	Seattle Seahawks Foo	Various		:30			NM	2	\$29,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2				2	\$14,500.00			
Totals											67	\$52,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/08/12	67	\$52,500.00	\$44,625.00
Totals	67	\$52,500.00	\$44,625.00

Signature: _____ Date: _____

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