

CONTRACT



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

<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 Philade
<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>	

And:

Media Placement Technologies
 336 Commerce St
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals 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>			

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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
		<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
		<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
		<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
		<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
		<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
		<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 13	13	10/02/12	10/05/12	M-F 630p-7p	630p-7p		:30			NM	4	\$1,600.00
		<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	\$400.00			
N 14	13	10/08/12	10/08/12	M-F 630p-7p	630p-7p		:30			NM	1	\$400.00
		<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	\$400.00			
N 15	13	10/02/12	10/05/12	M-F 730p-8p	730p-8p		:30			NM	4	\$3,600.00
		<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	\$900.00			
N 16	13	10/08/12	10/08/12	M-F 730p-8p	730p-8p		:30			NM	1	\$900.00
		<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	\$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
		<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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N 18	13	10/08/12	10/08/12	M-F 10p News	M-Th 10p-11p, F 11		: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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