

## CONTRACT



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

And:

**Shorr Johnson Magnus**  
**100 N 20th St**  
**Suite 201**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 403485 /		<u>Alt Order #</u> 08432714
<u>Product</u> JAY INSLEE		
<u>Contract Dates</u> 11/01/16 - 11/08/16		<u>Estimate #</u>
<u>Advertiser</u> Inslee, J/D/Governor		<u>Original Date / Revision</u> 10/31/16 / 11/02/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCPQ-TV	<u>Account Executive</u> Justin Votta	<u>Sales Office</u> NSO Philadelph
<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	Rtn	Type	Spots	Amount
N 1	13	11/02/16	11/08/16	M-F 7a-9a	8:00 AM-8:30 AM		:30				NM	5	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	MTWTF--				5	\$775.00	0.00			
N 2	13	11/02/16	11/08/16	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	5	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	MTWTF--				5	\$775.00	0.00			
N 3	13	11/02/16	11/08/16	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	MTWTF--				5	\$600.00	0.00			
N 4	13	11/02/16	11/08/16	M-F 7a-9a	8:30 AM-9:00 AM		:30				NM	5	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	MTWTF--				5	\$775.00	0.00			
N 5	13	11/02/16	11/08/16	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	5	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	MTWTF--				5	\$775.00	0.00			
N 6	13	11/02/16	11/07/16	M-F 5p-6p	5:00 PM-5:30 PM		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	M-WTF--				4	\$650.00	0.00			
	<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	11/02/16-11/08/16	M-F 5p-6p	5:00 PM-5:30 PM	M--WThF----	:30		<del>\$650.00</del>	0.00	NM		
	Credited												
	3	13	11/02/16-11/08/16	M-F 5p-6p	5:00 PM-5:30 PM	M--WThF----	:30		<del>\$650.00</del>	0.00	NM		
	See MG 6.5												
N 7	13	11/02/16	11/07/16	M-F 5p-6p	5:30 PM-6:00 PM		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	M-WTF--				4	\$650.00	0.00			
	<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>		
	3	13	11/02/16-11/08/16	M-F 5p-6p	5:30 PM-6:00 PM	M--WThF----	:30		<del>\$650.00</del>	0.00	NM		
	Credited												
N 8	13	11/01/16	11/01/16	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	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:		10/31/16	11/06/16	-1-----				1	\$500.00	0.00			
N 9	13	11/02/16	11/07/16	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</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. Four 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.



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

<u>Contract / Revision</u> 403485 /		<u>Alt Order #</u> 08432714
<u>Contract Dates</u> 11/01/16 - 11/08/16	<u>Product</u> JAY INSLEE	<u>Estimate #</u>
<u>Advertiser</u> Inslee, J/D/Governor		<u>Original Date / Revision</u> 10/31/16 / 11/02/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	M-WTF--				4	\$500.00	0.00			
		<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>		
		2	13	11/02/16-11/08/16	M-F 4p-5p	4:00 PM-4:30 PM	M--WThF----	:30	<del>\$500.00</del>	0.00	NM		
Credited													
N 10	13	11/02/16	11/07/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	3	\$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:		11/02/16	11/08/16	M-WTF--				4	\$500.00	0.00			
		<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>		
		2	13	11/02/16-11/08/16	M-F 630p-7p	6:30 PM-7:00 PM	M--WThF----	:30	<del>\$500.00</del>	0.00	NM		
Credited													
N 11	13	11/02/16	11/07/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	M-WTF--				4	\$400.00	0.00			
		<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>		
		2	13	11/02/16-11/08/16	M-F 6p-630p	6:00 PM-6:30 PM	M--WThF----	:30	<del>\$400.00</del>	0.00	NM		
Credited													
N 12	13	11/02/16	11/07/16	M-F 730p-8p	7:30 PM-8:00 PM		:30				NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	M-WTF--				4	\$1,400.00	0.00			
		<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>		
		2	13	11/02/16-11/08/16	M-F 730p-8p	7:30 PM-8:00 PM	M--WThF----	:30	<del>\$1,400.00</del>	0.00	NM		
See MG 13.5													
N 13	13	11/02/16	11/07/16	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	4	\$6,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	M-WTF--				4	\$1,200.00	0.00			
		<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	11/02/16-11/08/16	M-F 7p-730p	7:00 PM-7:30 PM	M--WThF----	:30	<del>\$1,200.00</del>	0.00	NM		
See MG 13.5													
		5	13	11/02/16-11/02/16	MLB World Series Pre Gm	Various	---W-----	:30	\$2,600.00	0.00	NM		
Ⓜ MG for 12.2,13.1													
N 14	13	11/05/16	11/05/16	Sa 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$700.00	0.00			
N 15	13	11/02/16	11/02/16	Wednesday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	--1----				1	\$5,000.00	0.00			
		<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	10/31/16-11/06/16	Wednesday Prime Hour 2	9:00 PM-10:00 PM	---W-----	:30	<del>\$5,000.00</del>	0.00	NM		
Credited													
N 16	13	11/06/16	11/06/16	Su 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$1,200.00	0.00			
N 17	13	11/02/16	11/07/16	M-F 10a-11a	10:00 PM-11:00 PM		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/16	11/08/16	M-WTF--				4	\$1,000.00	0.00			
N 18	13	11/01/16	11/01/16	M-F 10p-11p	10:00 PM-11:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-1-----				1	\$1,000.00	0.00			
N 19	13	11/06/16	11/06/16	Su 11p-1130p	11:00 PM-11:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$400.00	0.00			

(\* 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. Four 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.



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

<u>Contract / Revision</u> 403485 /		<u>Alt Order #</u> 08432714
<u>Contract Dates</u> 11/01/16 - 11/08/16	<u>Product</u> JAY INSLEE	<u>Estimate #</u>
<u>Advertiser</u> Inslee, J/D/Governor		<u>Original Date / Revision</u> 10/31/16 / 11/02/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 20	13	11/06/16	11/06/16	Su 1030p-11p	10:30 PM-11:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$700.00	0.00			
N 21	13	11/01/16	11/01/16	MLB World Series Gm	5:00 PM-8:30 PM		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-1-----				1	\$6,000.00	0.00			
N 22	13	11/03/16	11/04/16	M-F 10p-11p	10p-11p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	---TF--				1	\$1,000.00	0.00			
N 23	13	11/02/16	11/02/16	MLB World Series Gm	5:00 PM-8:30 PM		:30				NM	1	\$8,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	--W----				1	\$8,350.00	0.00			
<b>Totals</b>										0.00		59	\$60,200.00

Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/08/16	59	\$60,200.00	\$51,170.00
<b>Totals</b>	59	\$60,200.00	\$51,170.00

**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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four 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.



