



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

www.katu.com

CONTRACT

And:

Peterson Media
Attention: Leslie Peterson
737 SE Sandy Blvd
Portland, OR 97214

| | | |
|--|--|--|
| <u>Contract / Revision</u> 199419 / | | <u>Alt Order #</u> |
| <u>Product</u> | | |
| <u>Contract Dates</u> 10/15/12 - 10/21/12 | <u>Estimate #</u> | |
| <u>Advertiser</u> Charlie Hales for Mayor | | <u>Original Date / Revision</u> 10/16/12 / 10/16/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Calendar | <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 18+ | | |
| | | <u>Total Ratings</u> 113.90 |
| <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 |
|-------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| 1 | KATU | 10/15/12 | 10/19/12 | Channel Two News at 430am | 430-5a | | :30 | | | | NM | 2 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 2 | \$35.00 | 0.40 | | | |
| 2 | KATU | 10/15/12 | 10/19/12 | M-F 5a-6a | 5a-6a | | :30 | | | | NM | 3 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$175.00 | 0.80 | | | |
| 3 | KATU | 10/15/12 | 10/19/12 | M-F 6a-7a | 6a-7a | | :30 | | | | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$350.00 | 1.70 | | | |
| 4 | KATU | 10/15/12 | 10/19/12 | Good Morning America | 7a-9a | | :30 | | | | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$350.00 | 1.90 | | | |
| 5 | KATU | 10/20/12 | 10/20/12 | Saturday 7a News | Sat 7a-9a | | :30 | | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 1 | \$250.00 | 1.60 | | | |
| 6 | KATU | 10/15/12 | 10/19/12 | KATU 4p News | M-F 4p-430p | | :30 | | | | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$350.00 | 2.40 | | | |
| 7 | KATU | 10/15/12 | 10/19/12 | M-F 430-5p | 430p-5p | | :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: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$400.00 | 2.70 | | | |
| 8 | KATU | 10/15/12 | 10/19/12 | KATU News @ 5p | 5p-530p | | :30 | | | | NM | 3 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$700.00 | 3.60 | | | |
| 9 | KATU | 10/21/12 | 10/21/12 | Sun 5P News | 5p-530p | | :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: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$700.00 | 3.80 | | | |
| 10 | KATU | 10/15/12 | 10/19/12 | KATU News @ 6p | 6p-630p | | :30 | | | | NM | 3 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$700.00 | 3.90 | | | |

(* 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.



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| <u>Advertiser</u> Charlie Hales for Mayor | | <u>Original Date / Revision</u> 10/16/12 / 10/16/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-------------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| 11 | KATU | 10/21/12 | 10/21/12 | Sun 6-630p News | 6p-630p | | :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: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$700.00 | 4.00 | | | |
| 12 | KATU | 10/15/12 | 10/19/12 | KATU News @ 630p | 630p-7p | | :30 | | | | NM | 3 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 3 | \$700.00 | 3.60 | | | |
| 13 | KATU | 10/21/12 | 10/21/12 | Sun 630p-7p News | 630p-7p | | :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: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$700.00 | 3.30 | | | |
| 14 | KATU | 10/15/12 | 10/19/12 | Jeopardy | 7p-730p | | :30 | | | | NM | 2 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 2 | \$1,100.00 | 7.10 | | | |
| 15 | KATU | 10/15/12 | 10/19/12 | Wheel Of Fortune | 730p-8p | | :30 | | | | NM | 2 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 2 | \$1,100.00 | 6.90 | | | |
| 16 | KATU | 10/15/12 | 10/21/12 | M-Sun 11-1135p News | 11p-1135p | | :30 | | | | NM | 3 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTFSS | | | | 3 | \$750.00 | 2.40 | | | |
| 17 | KATU | 10/15/12 | 10/19/12 | Nightline | 1135p-1202a | | :30 | | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 2 | \$350.00 | 1.70 | | | |
| N 18 | KATU | 10/19/12 | 10/19/12 | Th/Fri Nightline 12a after HS | 12a-1230a | | :30 | | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | | | | 1 | \$350.00 | 0.00 | | | |
| N 19 | KATU | 10/20/12 | 10/20/12 | Saturday 7a News | Sat 7a-9a | | :30 | | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 1 | \$250.00 | 0.00 | | | |
| N 20 | KATU | 10/21/12 | 10/21/12 | Sunday 7-9a News | Sun 7a-9a | | :30 | | | | NM | 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: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$200.00 | 0.00 | | | |
| N 21 | KATU | 10/21/12 | 10/21/12 | Your Voice, Your Vote | Various | | :30 | | | | NM | 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: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$200.00 | 0.00 | | | |
| Totals | | | | | | | | | | 113.90 | | 43 | \$21,945.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/01/12 - 10/21/12 | 43 | \$21,945.00 | \$18,653.25 |
| Totals | 43 | \$21,945.00 | \$18,653.25 |

Signature: _____ **Date:** _____

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