



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> 199444 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/29/12 - 11/05/12	<u>Estimate #</u>	
<u>Advertiser</u> Charlie Hales for Mayor		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<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> 152.10
<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	KATU	10/29/12	11/02/12	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: 10/29/12	11/04/12	MTWTF--				2	\$35.00	0.40			
N 2	KATU	10/29/12	11/05/12	M-F 5a-6a	5a-6a		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$175.00	0.80			
		Week: 11/05/12	11/11/12	M-----				1	\$175.00	0.80			
N 3	KATU	10/29/12	11/05/12	M-F 6a-7a	6a-7a		:30				NM	4	\$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: 10/29/12	11/04/12	MTWTF--				3	\$350.00	1.70			
		Week: 11/05/12	11/11/12	M-----				1	\$350.00	1.70			
N 4	KATU	10/29/12	11/05/12	Good Morning America	7a-9a		:30				NM	4	\$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: 10/29/12	11/04/12	MTWTF--				3	\$350.00	1.90			
		Week: 11/05/12	11/11/12	M-----				1	\$350.00	1.90			
N 5	KATU	11/03/12	11/03/12	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: 10/29/12	11/04/12	-----S-				1	\$250.00	1.60			
N 6	KATU	10/29/12	11/02/12	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: 10/29/12	11/04/12	MTWTF--				3	\$350.00	2.40			
N 7	KATU	10/29/12	11/02/12	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: 10/29/12	11/04/12	MTWTF--				3	\$400.00	2.70			
N 8	KATU	10/29/12	11/02/12	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: 10/29/12	11/04/12	MTWTF--				3	\$700.00	3.60			
N 9	KATU	11/04/12	11/04/12	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: 10/29/12	11/04/12	-----S				1	\$700.00	3.80			

(* 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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N 10	KATU	10/29/12	11/02/12	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:		10/29/12	11/04/12	MTWTF--				3	\$700.00	3.90			
N 11	KATU	11/04/12	11/04/12	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:		10/29/12	11/04/12	-----S				1	\$700.00	4.00			
N 12	KATU	10/29/12	11/02/12	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:		10/29/12	11/04/12	MTWTF--				3	\$700.00	3.60			
N 13	KATU	11/04/12	11/04/12	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:		10/29/12	11/04/12	-----S				1	\$700.00	3.30			
N 14	KATU	10/29/12	11/02/12	Jeopardy	7p-730p		:30				NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$1,100.00	7.10			
N 15	KATU	10/29/12	11/02/12	Wheel Of Fortune	730p-8p		:30				NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$1,100.00	6.90			
N 16	KATU	10/29/12	11/04/12	M-Sun 11-1135p News	11p-1135p		:30				NM	4	\$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:		10/29/12	11/04/12	MTWTFSS				4	\$750.00	2.40			
N 17	KATU	10/29/12	11/02/12	Nightline	1135p-1202a		:30				NM	4	\$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:		10/29/12	11/04/12	MTWTF--				4	\$350.00	1.70			
Totals										152.10		49	\$27,670.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/31/12	31	\$17,370.00	\$14,764.50
11/01/12 - 11/05/12	18	\$10,300.00	\$8,755.00
Totals	49	\$27,670.00	\$23,519.50

Signature: _____ Date: _____

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