



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

CONTRACT

And:

Shorr Johnson Magnus
1831 Chestnut Street
Philadelphia, PA 19103

<u>Contract / Revision</u> 386535 /		<u>Alt Order #</u> 06311559
<u>Product</u> INSLEE FOR GOVERNOR		
<u>Contract Dates</u> 09/12/12 - 09/17/12		<u>Estimate #</u>
<u>Advertiser</u> J Inslee / Dem / Governor		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<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 Welle	<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>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	09/12/12	09/14/12	M-F 6a-7a Q13 AM New	6a-7a		1:00			NM	1	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$660.00			
N 2	13	09/12/12	09/14/12	M-F 7a-9a Q13 AM New	7a-9a		1:00			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$950.00			
N 3	13	09/17/12	09/17/12	M-F 7a-9a Q13 AM New	7a-9a		1:00			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$950.00			
N 4	13	09/12/12	09/14/12	M-F 7a-9a Q13 AM New	7a-9a		1:00			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$950.00			
N 5	13	09/17/12	09/17/12	M-F 7a-9a Q13 AM New	7a-9a		1:00			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$950.00			
N 6	13	09/12/12	09/14/12	M-F 6p-630p	6p-630p		1:00			NM	3	\$2,850.00
		<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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Contract / Revision	Alt Order #
386535 /	06311559

Contract Dates	Product	Estimate #
09/12/12 - 09/17/12	INSLEE FOR GOVERNOR	

Advertiser	Original Date / Revision
J Inslee / Dem / Governor	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
Totals													
Week:		09/10/12	09/16/12	--WTF--				3	\$950.00				
N 7	13	09/17/12	09/17/12	M-F 6p-630p	6p-630p		1:00			NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	1-----				1	\$950.00				
N 8	13	09/12/12	09/14/12	M-F 7p-730p	7p-730p		1:00			NM	2	\$3,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	--WTF--				2	\$1,900.00				
N 9	13	09/17/12	09/17/12	M-F 7p-730p	7p-730p		1:00			NM	1	\$1,900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	1-----				1	\$1,900.00				
N 10	13	09/12/12	09/14/12	M-F 10p News	M-Th 10p-11p, F 11		1:00			NM	3	\$4,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	--WTF--				3	\$1,600.00				
N 11	13	09/17/12	09/17/12	M-F 10p News	M-Th 10p-11p, F 11		1:00			NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	1-----				1	\$1,600.00				
Totals												18	\$22,260.00
Time Period		# of Spots		Gross Amount		Net Amount							
08/27/12 - 09/17/12		18		\$22,260.00		\$18,921.00							
Totals		18		\$22,260.00		\$18,921.00							

Signature: _____ Date: _____

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