



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

www.katu.com

And:

Media Strategies & Research
1580 Lincoln St Ste 510
Denver, CO 80203

CONTRACT

<u>Contract / Revision</u> 201524 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Estimate #</u> 12982	
<u>Advertiser</u> Monnes Anderson for OR Senate		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KATU	<u>Account Executive</u> National Direct	<u>Sales Office</u> National Direct
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<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	KATU	10/31/12	11/06/12	M-F 5a-6a	5a-6a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	MTWTF--				5	\$175.00			
N 2	KATU	10/31/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	MTWTF--				10	\$350.00			
N 3	KATU	10/31/12	11/06/12	Good Morning America	7a-9a		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	MTWTF--				10	\$350.00			
N 4	KATU	11/03/12	11/03/12	Saturday Good Morning Ame	6a-7a		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	-----S-				1	\$50.00			
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>			
Week:		10/31/12	11/06/12	-----S-				1	\$250.00			
N 6	KATU	11/04/12	11/04/12	Sunday Good Morning Ameri	6-7a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	-----S				1	\$100.00			
N 7	KATU	11/04/12	11/04/12	Sunday 7-9a News	Sun 7a-9a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	-----S				1	\$100.00			
N 8	KATU	10/31/12	11/06/12	A.M Northwest	9a-10a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M--F--				2	\$200.00			
N 9	KATU	11/01/12	11/01/12	Live with Kelly	11a-12p		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	---T---				1	\$120.00			
N 10	KATU	11/05/12	11/05/12	The Chew	12p-1p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-----				1	\$150.00			

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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> Monnes Anderson for OR		<u>Estimate #</u> 12982
<u>Original Date / Revision</u> 10/29/12 / 10/29/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	KATU	10/31/12	10/31/12	General Hospital	1p-2p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	--W----				1	\$150.00			
N 12	KATU	11/02/12	11/02/12	Ricki Lake	2p-3p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	----F--				1	\$75.00			
N 13	KATU	10/31/12	11/05/12	Dr. Oz	3p-4p		: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:		10/31/12	11/06/12	M-WTF--				4	\$250.00			
N 14	KATU	10/31/12	11/06/12	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>			
Week:		10/31/12	11/06/12	M-WT---				3	\$350.00			
N 15	KATU	10/30/12	11/06/12	M-F 430-5p	430p-5p		: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:		10/29/12	11/04/12	--WTF--				3	\$400.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 16	KATU	11/02/12	11/05/12	KATU News @ 5p	5p-530p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M--F--				2	\$1,100.00			
N 17	KATU	10/30/12	11/04/12	KATU News @ 6p	6p-630p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WT---				2	\$1,100.00			
N 18	KATU	10/31/12	11/05/12	KATU News @ 630p	630p-7p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-W----				2	\$1,100.00			
N 19	KATU	11/05/12	11/05/12	Jeopardy	7p-730p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-----				1	\$1,100.00			
N 20	KATU	10/31/12	11/02/12	Jeopardy	7p-730p		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	--WTF--				3	\$1,600.00			
N 21	KATU	10/30/12	11/02/12	Wheel Of Fortune	730p-8p		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$1,600.00			
N 22	KATU	11/01/12	11/01/12	CMA Awards	8-11p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	---T---				1	\$3,000.00			
N 23	KATU	10/30/12	11/06/12	M-F 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>			
Week:		10/29/12	11/04/12	--WTF--				3	\$750.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$750.00			
N 24	KATU	11/03/12	11/03/12	Sat 11-1135p News	11p-1135p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	-----S-				1	\$750.00			
N 25	KATU	11/04/12	11/04/12	Sun 11-1135p News	11p-1135p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	-----S				1	\$750.00			
N 26	KATU	10/31/12	11/05/12	Nightline	1135p-1202a		:30			NM	4	\$1,400.00

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Week:		10/31/12	11/06/12	M- WTF- -				4	\$350.00			
Totals											70	\$39,120.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	70	\$39,120.00	\$33,252.00
Totals	70	\$39,120.00	\$33,252.00

Signature: _____ **Date:** _____

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