



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

# CONTRACT

Contract / Revision 366821 /		Alt Order #
Product October 2012		
Contract Dates 10/22/12 - 10/28/12	Estimate # 11288	
Advertiser Ferguson / Dem / Attorney General		Original Date / Revision 06/21/12 / 07/24/12

Media Strategies & Research  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

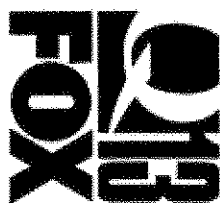
And:

Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KCPQ	Account Executive Amber Terman	Sales Office Seattle - KCPQ/
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/23/12	10/25/12	M-F 5a-6a Q13 AM News	5a-6a		:30			NM	2	\$180.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	-1-1---	2	\$90.00						
N 2	13	10/22/12	10/26/12	M-F 6a-7a Q13 AM News	6a-7a		:30			NM	3	\$705.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	1-1-1--	3	\$235.00						
N 3	13	10/22/12	10/26/12	M-F 7a-9a Q13 AM News	7a-9a		:30			NM	5	\$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	11111--	5	\$300.00						
N 4	13	10/22/12	10/26/12	M-F 7a-9a Q13 AM News	7a-9a		:30			NM	5	\$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	11111--	5	\$300.00						
D 5	13	10/24/12	10/26/12	M-F 9a-10a Q13 AM News	9a-10a		:30			NM	0	\$0.00
N 6	13	10/22/12	10/26/12	M-F 3p-4p	3p-4p Ricki Lake		:30			NM	5	\$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	11111--	5	\$80.00						
N 7	13	10/22/12	10/25/12	M-F News @ Four	4p-5p		:30			NM	2	\$280.00

(\* 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. 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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366821 /			
Contract Dates	Product	Estimate #	
10/22/12 - 10/28/12	October 2012	11288	
Advertiser		Original Date / Revision	
Ferguson / Dem / Attorne		06/21/12 / 07/24/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<b>Totals</b>												
Week:		10/22/12	10/28/12	1--1---				2	\$140.00			
N 8	13	10/23/12	10/26/12	M-F 6p-630p	6p-630p Two & A+		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		10/22/12	10/28/12	-1--1--	2				\$400.00			
N 9	13	10/23/12	10/23/12	M-F 7p-730p	7p-730p Big Bang		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----	1				\$800.00			
N 10	13	10/23/12	10/23/12	Tue Prime B2	930p-10p The Minc		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----	1				\$4,000.00			
N 11	13	10/22/12	10/26/12	M-F 10p News	M-Th 10p-11p, F 11		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--	5				\$1,000.00			
N 12	13	10/27/12	10/27/12	Sa 10p-1030p	10p-1030p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-	1				\$900.00			
N 13	13	10/28/12	10/28/12	Su 10p-1030p News	10p-1030p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1	1				\$1,000.00			
<b>Totals</b>											33	\$17,065.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	33	\$17,065.00	\$14,505.25
<b>Totals</b>	33	\$17,065.00	\$14,505.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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