

CONTRACT



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

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

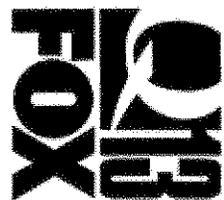
And:

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	
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
		<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			\$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
		<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--	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
		<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			\$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
		<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			\$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
		<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			\$300.00				
N 6	13	10/22/12	10/26/12	M-F 3p-4p	3p-4p Ricki Lake		:30			NM	5	\$400.00
		<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			\$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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Contract / Revision		All Order #	
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
N 8	13	10/23/12	10/26/12	M-F 6p-630p	6p-630p	Two & A t	:30	2	\$400.00	NM	2	\$800.00
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	1	\$800.00	NM	1	\$800.00
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	1	\$4,000.00	NM	1	\$4,000.00
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	5	\$5,000.00	NM	5	\$5,000.00
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	1	\$900.00	NM	1	\$900.00
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	1	\$1,000.00	NM	1	\$1,000.00
Week:		10/22/12	10/28/12	-----1				1	\$1,000.00			
Totals											33	\$17,065.00

Signature: _____

Date: _____

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