



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

# CONTRACT

And:

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

<u>Contract / Revision</u> 395484 /		<u>Alt Order #</u>
<u>Product</u> <b>October 2012</b>		
<u>Contract Dates</u> <b>10/15/12 - 10/19/12</b>	<u>Estimate #</u> <b>12225</b>	
<u>Advertiser</u> <b>Ferguson / Dem / Attorney General</b>		<u>Original Date / Revision</u> 09/28/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KCPQ</b>	<u>Account Executive</u> Amber Ternan	<u>Sales Office</u> Seattle - KCPQ/
<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	13	10/15/12	10/19/12	M-F 7a-9a Q13 AM News	7a-9a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-1-1--				3	\$300.00			
N 2	13	10/16/12	10/18/12	M-F 7a-9a Q13 AM News	7a-9a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-1---				2	\$300.00			
N 3	13	10/16/12	10/19/12	M-F 3p-4p	3p-4p Ricki Lake		:30			NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-11-1--				3	\$70.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	13	10/15/12-10/21/12	M-F 3p-4p	3p-4p Ricki Lake	-TuW--F----	:30		<del>\$70.00</del>	NM		
	See MG 3.4											
	Program Change											
	4	13	10/19/12-10/19/12	M-F 3p-4p	3p-4p Ricki Lake	-----F----	:30		\$70.00	NM		
	Ⓜ MG for 3.2 10/17											
<b>Totals</b>											<b>8</b>	<b>\$1,710.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/19/12	8	\$1,710.00	\$1,453.50
<b>Totals</b>	<b>8</b>	<b>\$1,710.00</b>	<b>\$1,453.50</b>

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

(\* 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.