

# CONTRACT



**KOMO**  
 140 4th Ave N  
 Seattle, WA 98109  
 (206) 404-4000

www.komonews.com

And:

**Media Plus**  
 Attention: Kim Patton  
 160 Roy St  
 Seattle, WA 98109

<u>Contract / Revision</u> 331572 /		<u>Alt Order #</u>
<u>Product</u> CD 8, General		
<u>Contract Dates</u> 10/16/14 - 11/03/14		<u>Estimate #</u>
<u>Advertiser</u> Dave Reichert for Congress (Rep)		<u>Original Date / Revision</u> 10/14/14 / 10/15/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOMO	<u>Account Executive</u> House House-Seattle	<u>Sales Office</u> Local-Seattle-BI
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 1304	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> CC	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOMO	10/16/14	11/03/14	M-F KOMO 4 NEWS	5-6A		:30			NM	13	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/13/14	10/19/14	---11--				2	\$100.00			
	Week:	10/20/14	10/26/14	11111--				5	\$100.00			
	Week:	10/27/14	11/02/14	11111--				5	\$100.00			
	Week:	11/03/14	11/09/14	1-----				1	\$100.00			
N 2	KOMO	10/16/14	10/30/14	M-F KOMO 4 NEWS	6-7A		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/13/14	10/19/14	---1---				1	\$700.00			
	Week:	10/20/14	10/26/14	11-----				2	\$700.00			
	Week:	10/27/14	11/02/14	--11---				2	\$700.00			
N 3	KOMO	10/16/14	11/03/14	M-F 5-530P News	5-530P		:30			NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/13/14	10/19/14	---1---				1	\$900.00			
	Week:	10/20/14	10/26/14	-1-1---				2	\$900.00			
	Week:	10/27/14	11/02/14	1-1-1--				3	\$900.00			
	Week:	11/03/14	11/09/14	1-----				1	\$900.00			
N 4	KOMO	10/16/14	10/16/14	M-F 6-7P News	6-7P		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/13/14	10/19/14	---1---				1	\$500.00			
N 5	KOMO	10/20/14	11/03/14	M-F 6-7P News	6-7P		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/20/14	10/26/14	1-1----				2	\$450.00			
	Week:	10/27/14	11/02/14	-1-1---				2	\$450.00			
	Week:	11/03/14	11/09/14	1-----				1	\$450.00			
N 6	KOMO	10/19/14	10/19/14	SUN 7-8A GMA	7-8A		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/13/14	10/19/14	-----1				1	\$275.00			
N 7	KOMO	10/26/14	11/02/14	SUN 7-8A GMA	7-8A		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/20/14	10/26/14	-----1				1	\$250.00			
	Week:	10/27/14	11/02/14	-----1				1	\$250.00			
N 8	KOMO	10/19/14	11/02/14	SUN KOMO 4 NEWS	8-9A		:30			NM	2	\$600.00
		<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)

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



**KOMO**  
 140 4th Ave N  
 Seattle, WA 98109  
 (206) 404-4000

www.komonews.com

Contract / Revision	Alt Order #
331572 /	

Contract Dates	Product	Estimate #
10/16/14 - 11/03/14	CD 8, General	

Advertiser	Original Date / Revision
Dave Reichert for Congre	10/14/14 / 10/15/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----1				1	\$300.00			
Week:		10/20/14	10/26/14	-----				0	\$0.00			
Week:		10/27/14	11/02/14	-----1				1	\$300.00			
N 9	KOMO	10/26/14	10/26/14	SUN KOMO 4 NEWS	8-9A		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	-----1				1	\$225.00			
N 10	KOMO	10/19/14	11/02/14	This Week with George Step	Various		:30			NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----2				2	\$800.00			
Week:		10/20/14	10/26/14	-----2				2	\$800.00			
Week:		10/27/14	11/02/14	-----2				2	\$800.00			
N 11	KOMO	10/19/14	11/02/14	SUN 6-7P NEWS	6-7P		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----1				1	\$800.00			
Week:		10/20/14	10/26/14	-----1				1	\$800.00			
Week:		10/27/14	11/02/14	-----1				1	\$800.00			
N 12	KOMO	10/18/14	10/18/14	College Football Game 1	College Football G:		: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:		10/13/14	10/19/14	-----1-				1	\$1,000.00			
N 13	KOMO	10/18/14	10/18/14	Prime Time College Football	5-830p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----1-				1	\$2,500.00			
<b>Totals</b>											<b>48</b>	<b>\$26,150.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	28	\$16,250.00	(\$2,437.50)	\$13,812.50
10/27/14 - 11/03/14	20	\$9,900.00	(\$1,485.00)	\$8,415.00
<b>Totals</b>	<b>48</b>	<b>\$26,150.00</b>	<b>(\$3,922.50)</b>	<b>\$22,227.50</b>

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

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.

# Revised Dave Reichert Buy

Date: 10/14/2014

Client: Reichert for Congress  
 Media: TV  
 Product: Campaign  
 Flight Start Date: 10/13/2014  
 Flight End Date: 11/03/2014  
 Survey: Oct13 DMA Nielsen Live+3  
 Buyer: Rachel Swinkey  
 Email: rachel@mediaplussea.com

Vendor: KOMO-TV  
 140 4th Ave. North  
 Seattle, WA 98109  
 Contact: Mae Peck  
 Email: mpeck@komotv.com  
 Affiliation: ABC

Send Billing To:

Market/System: Seattle-Tacoma

Daypart Program	Daypart Code	STN Gross	Days	Dur							Total Spots:								
				Thu 10/16	Fri 10/17	Sat 10/18	Sun 10/19	Mon 10/20	Tue 10/21	Wed 10/22		Thu 10/23	Fri 10/24	Sun 10/26	Mon 10/27	Tue 10/28	Wed 10/29	Thu 10/30	
<b>KOMO-TV</b>																			
MTUWTHF 5:00a-6:00a KOMO4NWS-AM1	EM	\$100.00	30	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1
MTUWTHF 6:00a-7:00a KOMO4NWS-AM2	EM	\$700.00	30	1	0	0	0	1	1	0	0	0	0	0	0	1	1	1	1
MTUWTHF 5:00p-5:30p KOMO4NWS-5P	EN	\$900.00	30	1	0	0	0	0	1	0	1	0	0	1	0	1	0	1	0
MTUWTHF 6:00p-7:00p KOMO4NWS-6P	EN	\$450.00	30	0	0	0	0	1	0	1	0	0	0	0	1	0	1	0	1
Su 7:00a-8:00a GD MRN-SUN-ABC	EM	\$275.00	30	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Su 8:00a-9:00a KOMO4NWS-SU 8A	EM	\$225.00	30	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Su 9:00a-10:00a THIS WEEK-ABC	EM	\$800.00	30	0	0	0	2	0	0	0	0	0	0	2	0	0	0	0	0
Su 6:00p-7:00p KOMO4NWS-SU6P	EN	\$800.00	30	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0
Sa 12:30p-4:00p UCLA AT CAL 10/18	PT	\$1,000.00	30	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Sa 5:00p-8:30p NOTRE DAME & FLORIDA STATE 10/18	PT	\$2,500.00	30	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
MTUWTHF 6:00p-7:00p KOMO4NWS-6P	EN	\$500.00	30	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Su 7:00a-8:00a GD MRN-SUN-ABC	EM	\$250.00	30	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Su 8:00a-9:00a KOMO4NWS-SU 8A	EM	\$300.00	30	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Spots:</b>				4	1	2	5	3	3	2	2	2	1	5	2	2	3	3	3

# Revised Dave Reichert Buy

Date: 10/14/2014

Client: Reichert for Congress  
 Media: TV  
 Product: Campaign  
 Flight Start Date: 10/13/2014  
 Flight End Date: 11/03/2014  
 Buyer: Oct13 DMA Nielsen Live+3  
 Survey: Rachel Swinkey  
 Email: rachel@mediaplussea.com

Vendor: KOMO-TV  
 140 4th Ave. North  
 Seattle, WA 98109  
 Contact: Mae Peck  
 Email: mpeck@komotv.com  
 Affiliation: ABC

Send Billing To:

Market/System: Seattle-Tacoma

Daypart Program	Daypart Code	STN Gross	Days	Fri	Sun	Mon	Total Spots
			Dur	10/31	11/2	11/3	
<b>KOMO-TV</b>							
MTUWTHF 5:00a-6:00a	EM	\$100.00	30	1	0	1	13
KOMO4NWS-AM1							
MTUWTHF 6:00a-7:00a	EM	\$700.00	30	0	0	0	5
KOMO4NWS-AM2							
MTUWTHF 5:00p-5:30p	EN	\$900.00	30	1	0	1	7
KOMO4NWS-5P							
MTUWTHF 6:00p-7:00p	EN	\$450.00	30	0	0	1	5
KOMO4NWS-6P							
Su 7:00a-8:00a	EM	\$275.00	30	0	0	0	1
GD MRN-SUN-ABC							
Su 8:00a-9:00a	EM	\$225.00	30	0	0	0	1
KOMO4NWS-SU 8A							
Su 9:00a-10:00a	EM	\$800.00	30	0	2	0	6
THIS WEEK-ABC							
Su 6:00p-7:00p	EN	\$800.00	30	0	1	0	3
KOMO4NWS-SU6P							
Sa 12:30p-4:00p	PT	\$1,000.00	30	0	0	0	1
UCLA AT CAL 10/18							
Sa 5:00p-8:30p	PT	\$2,500.00	30	0	0	0	1
NOTRE DAME & FLORIDA STATE 10/18							
MTUWTHF 6:00p-7:00p	EN	\$500.00	30	0	0	0	1
KOMO4NWS-6P							
Su 7:00a-8:00a	EM	\$250.00	30	0	1	0	2
GD MRN-SUN-ABC							
Su 8:00a-9:00a	EM	\$300.00	30	0	1	0	2
KOMO4NWS-SU 8A							
<b>Total Cost:</b>		<b>\$26,150.00</b>					
			<b>Total Spots:</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>48</b>

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

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**                       **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <span style="font-size: 1.5em; font-family: cursive;">KOMO TV - Seattle</span>	<b>Date:</b> <span style="font-size: 1.5em; font-family: cursive;">10/14/14</span>
--	---

I, Kathy Neukirchen / Media Plus+  
 being/on behalf of: Dave Reichert, a legally  
 qualified candidate of the Republican political  
 party for the office of: CD 8  
 in the General  
 election to be held on: 11/4/14  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
gross - \$26,150			10/16 - 11/3		48x
net - 22,227.50					

**Total Charges:**     see above

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Media Plus+ / Friends of Dave Reichert

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kate Lind

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10/12/2014 [Signature] Media Plus+  
Date Signature

**To Be Signed By Station Representative**

Accepted  Accepted in Part  Rejected

[Signature] Troy Hill LSM  
Signature Printed Name Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, \_\_\_\_\_  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

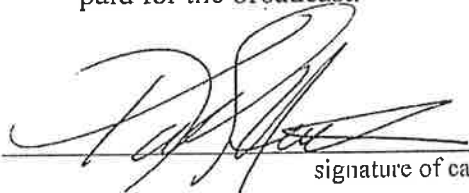
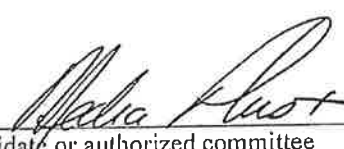
**does**                       **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

   
signature of candidate or authorized committee

Kathy Neukirchen  
printed name

10/14/2014  
date



# KOMO 4 Television Political Inquiry Form

Date of Inquiry 10/9/14 Time 5:27pm Rcvd by Thory

Candidate/Issue DAVE REICHERT

Party Republican Office Sought \_\_\_\_\_

Committee name DAVE REICHERT / FRIENDS OF

Affiliation of Caller \_\_\_\_\_

Committee Address POB 2032

ISSAQUAH, WA 98027.

Phone 425 455 3283 Fax \_\_\_\_\_

e-mail \_\_\_\_\_

Advertising Agency Media Plus

Agency Contact Kathy Neukirchen

Address of Agency 160 Roy St  
SEATTLE 98109

Phone ~~206~~ 282 5677 Fax \_\_\_\_\_

e-mail KATHY@mediaplussea.com

Information sent 10/10/14 2:16pm

Sent by: Fax \_\_\_\_\_ Mail \_\_\_\_\_ Hand delivery \_\_\_\_\_ e-mail X