



KGW  
1501 SW Jefferson  
Portland, OR 97201

Media Analysis Inc.  
P.O. Box 66490  
Portland, OR 97290-6490

## Contract # 859648

**Schedule Dates** 10/15/12-11/05/12  
**Advertiser** Libraries Yes! Committee (22474)  
**Agency/T-Code** Media Analysis Inc. (7701)/782532662  
**Product** Political - Ballot Issue (1195)  
**Brand** Library Levy #26-125 (168724)  
**Salesperson** Torheim, Bob (2063)  
**Sales Office** KGW - Portland  
**Buyer Name** Jackson, Marla  
**Phone/Fax** (503) 295-1851 /  
**CPE** 415  
**Account Types** Local/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** OT\$39,050 69x KG 10/2/12

**Date Entered** 10/02/12  
**Last Modified** 10/02/12  
**Entered By** Karen Good  
**CO-OP** No  
**Headline #** 415  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,857.50  
**Net Total** \$33,192.50  
**Sales Tax**

## Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Oct. 2012	41	\$23,100.00
Nov. 2012	28	\$15,950.00
<b>Grand Total:</b>	<b>69</b>	<b>\$39,050.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	5:57A- 6:58A (PT)	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Portland (KGW) (KGW)		10/2/12
2.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	10A- 11A (PT)	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Portland (KGW) (KGW)		10/2/12
3.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	2:58P- 4P (PT)	3	X	X	X	X	X			3	\$400.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
4.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	4P- 4:57P (PT)	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
5.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	7P- 7:29P (PT)	2	X	X	X	X	X			2	\$550.00	\$1,100.00	Portland (KGW) (KGW)		10/2/12
6.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	7:29P- 7:57P (PT)	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
7.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	11:34P- 12:37A (PT)	1	X	X	X	X	X			1	\$500.00	\$500.00	Portland (KGW) (KGW)		10/2/12
8.0	Normal Line / SPOT	10/20/12-10/20/12	2	:30	7P- 7:28P (PT)							1		1	\$350.00	\$350.00	Portland (KGW) (KGW)		10/2/12
9.0	Normal Line / SPOT	10/20/12-10/20/12	2	:30	7:28P- 7:57P (PT)							1		1	\$225.00	\$225.00	Portland (KGW) (KGW)		10/2/12
10.0	Normal Line / SPOT	10/20/12-10/20/12	2	:30	11:29P- 1:03A (PT)							1		1	\$1,200.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
11.0	Normal Line / SPOT	10/21/12-10/21/12	2	:30	11P- 11:35P (PT)								1	1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/2/12
12.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	5:57A- 6:58A (PT)	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Portland (KGW) (KGW)		10/2/12
13.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	10A- 11A (PT)	2	X	X	X	X	X			2	\$350.00	\$700.00	Portland (KGW) (KGW)		10/2/12
14.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	2:58P- 4P (PT)	3	X	X	X	X	X			3	\$400.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12

## CONFIRMATION CONTRACT

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15.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	4P- 4:57P (PT)	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
16.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	7P- 7:29P (PT)	2	X	X	X	X	X			2	\$550.00	\$1,100.00	Portland (KGW) (KGW)		10/2/12
17.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	7:29P- 7:57P (PT)	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
18.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	11:34P- 12:37A (PT)	1	X	X	X	X	X			1	\$500.00	\$500.00	Portland (KGW) (KGW)		10/2/12
19.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	7P- 7:28P (PT)							1		1	\$350.00	\$350.00	Portland (KGW) (KGW)		10/2/12
20.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	7:28P- 7:57P (PT)							1		1	\$225.00	\$225.00	Portland (KGW) (KGW)		10/2/12
21.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	11:29A- 1:03A (PT)							1		1	\$1,200.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
22.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11P- 11:35P (PT)								1	1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/2/12
23.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	5:57A- 6:58A (PT)	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Portland (KGW) (KGW)		10/2/12
24.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	10A- 11A (PT)	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Portland (KGW) (KGW)		10/2/12
25.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	2:58P- 4P (PT)	3	X	X	X	X	X			3	\$400.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
26.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	4P- 4:57P (PT)	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
27.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	7P- 7:29P (PT)	3	X	X	X	X	X			3	\$550.00	\$1,650.00	Portland (KGW) (KGW)		10/2/12
28.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	7:29P- 7:57P (PT)	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12

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29.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	11:34P- 12:37A (PT)	1	X	X	X	X	X			1	\$500.00	\$500.00	Portland (KGW) (KGW)		10/2/12
30.0	Normal Line / SPOT	10/29/12-11/02/12	2	:30	4:58A- 5:57A (PT)	2	X	X	X	X	X			2	\$225.00	\$450.00	Portland (KGW) (KGW)		10/2/12
31.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	7P- 7:28P (PT)							1		1	\$350.00	\$350.00	Portland (KGW) (KGW)		10/2/12
32.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	7:28P- 7:57P (PT)							1		1	\$225.00	\$225.00	Portland (KGW) (KGW)		10/2/12
33.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	11:29P- 1:03A (PT)							1		1	\$1,200.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
34.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	11P- 11:35P (PT)								1	1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/2/12
35.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:57A- 6:58A (PT)		1							1	\$700.00	\$700.00	Portland (KGW) (KGW)		10/2/12
36.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	6:58A- 9A (PT)		1							1	\$725.00	\$725.00	Portland (KGW) (KGW)		10/2/12
37.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	4:57P- 5:30P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/2/12
38.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:59P- 7P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/2/12

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