

Media Analysis Inc. P.O. Box 66490 Portland, OR 97290-6490 Contract # **Schedule Dates**

Agency/T-Code

Advertiser

Date:

Accepted-Station:

Product

Brand

859648

10/15/12-11/05/12

Libraries Yes! Committee (22474)

Media Analysis Inc. (7701)/782532662

Political - Ballot Issue (1195) 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

Karen Good

\$33,192.50

Comments:

Date:

No CO-OP 415 Headline #

Demo

Entered By

Order Type Normal

Package Deal

Commission % 15.00

Commission \$5,857.50

Net Total Sales Tax Portland (KGW) (KGW) By Broadcast Month Spots Rate Oct. 2012 41 \$23,100.00 Nov. 2012 28 \$15,950.00 Grand Total: 69 \$39,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	e Th	ı Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entere
1.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	5:57A- 6:58A (PT)	4	X	X	T X	X	X	1	4	\$700.00	\$2,800.00	Portland (KGW) (KGW)	1 11 11 11 11	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	1	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	1	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	- 1	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	Į.	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	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	į.	1 1	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		1 1	1 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	1 1	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)			Ī	1	1	1 1	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	Х	X	X	¦ X	X	- 1	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	Х	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	1	3	\$400.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12

Accepted-Agency/Advertiser:



Media Analysis Inc. P.O. Box 66490 Portland, OR 97290-6490 Contract # 859648

Schedule Dates 10/15/12-11/05/12
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ProductPolitical - Ballot Issue (1195)BrandLibrary Levy #26-125 (168724)

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

Karen Good

CO-OP No Headline # 415

Demo

Entered By

Order Type Normal

Package Deal

Commission % 15.00
Commission \$5.857.5

Date:

Comments:

Commission \$5,857.50 Net Total \$33,192.50

Sales Tax

Portland (KGW) (K	GW)	
By Broadcast Month	Spots	<u>Rate</u>
Oct. 2012	41	\$23,100.00
Nov. 2012	28	\$15,950.00
Grand Total:	69	\$39,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entere
15.0	Normal Line / SPOT	10/22/12-10/26/12	2	:30	4P- 4:57P (PT)	2	Х	X	X	Х	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	Х	х			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	х	Х	Х	Х	х			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	Х	X	Х	Х			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	Х	Х	X	Х	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	Х	Х	Х			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	Х	Х	X	Х	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	Х	Х	X	Х	х			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	Х	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	Х	X	х	Х	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12

CONFIRMATION CONTRACT

Accepted-Station:

Date:

Accepted-Agency/Advertiser:



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Political - Ballot Issue (1195)

Brand Library Levy #26-125 (168724) Salesperson Torheim, Bob (2063)

Sales Office KGW - Portland Jackson, Marla **Buyer Name** Phone/Fax (503) 295-1851 /

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Accepted-Station:

Date:

Billing Type Weekly/Irregular Comments OT\$39,050 69x KG 10/2/12 **Date Entered** 10/02/12 **Last Modified** 10/02/12 Karen Good **Entered By**

No CO-OP 415 Headline #

Demo

Order Type Normal

\$33,192.50

Comments:

Date:

Package Deal Commission % 15.00

Commission \$5,857.50

Net Total Sales Tax Portland (KGW) (KGW) By Broadcast Month Spots Rate Oct. 2012 41 \$23,100.00 Nov. 2012 28 \$15,950.00 Grand Total: 69 \$39,050.00

al Line / SPOT	10/29/12-11/02/12 10/29/12-11/02/12 11/03/12-11/03/12 11/03/12-11/03/12	2 2 2	:30	11:34P- 12:37A (PT) 4:58A- 5:57A (PT) 7P- 7:28P (PT)	2	X			X	X		1	\$500.00	\$500.00	Portland (KGW) (KGW)		10/2/12
al Line / SPOT	11/03/12-11/03/12 11/03/12-11/03/12	2 2			2	X	х	v						1	· ordana (Natr) (Natr)		10/2/12
al Line / SPOT	11/03/12-11/03/12	2	:30	7P- 7:28P (PT)				X	X	X		2	\$225.00	\$450.00	Portland (KGW) (KGW)		10/2/12
		2	100000000000000000000000000000000000000	(11)	9							1	\$350.00	\$350.00	Portland (KGW) (KGW)		10/2/12
al Line / SPOT			:30	7:28P- 7:57P (PT)								1	\$225.00	\$225.00	Portland (KGW) (KGW)		10/2/12
	11/03/12-11/03/12	2	:30	11:29P- 1:03A (PT)								1	\$1,200.00	\$1,200.00	Portland (KGW) (KGW)		10/2/12
al 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
al 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
al 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
al 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
al 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
					1515		A =	101		20							
al I	Line / SPOT	ine / SPOT 11/05/12-11/05/12	ine / SPOT 11/05/12-11/05/12 2	ine / SPOT 11/05/12-11/05/12 2 :30	Line / SPOT 11/05/12 2 :30 4:57P- 5:30P (PT) Line / SPOT 11/05/12 2 :30 5:59P- 7P (PT)	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) Line / SPOT 11/05/12-11/05/12 2 :30 5:59P- 7P (PT)	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1 Line / SPOT 11/05/12 2 :30 5:59P- 7P (PT) 1	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1 1	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1 1 1 Line / SPOT 11/05/12-11/05/12 2 :30 5:59P- 7P (PT) 1 1	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1 1 \$900.00 Line / SPOT 11/05/12-11/05/12 2 :30 5:59P- 7P (PT) 1 \$900.00	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1 1 \$900.00 \$900.00 Line / SPOT 11/05/12-11/05/12 2 :30 5:59P- 7P (PT) 1 1 \$900.00 \$900.00	Line / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1 \$900.00 \$900.00 Portland (KGW) (KGW) Line / SPOT 11/05/12 2 :30 5:59P- 7P (PT) 1 \$900.00 \$900.00 Portland (KGW) (KGW)	ine / SPOT 11/05/12-11/05/12 2 :30 4:57P- 5:30P (PT) 1 \$900.00 \$900.00 Portland (KGW) (KGW)

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