



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Shorr Johnson Magnus
1831 Chestnut St.
Philadelphia, PA 19103

Contract # 224750

Schedule Dates 08/06/13-08/12/13
Advertiser Democratic Party of Virginia (17187)
Agency Shorr Johnson Magnus (4312)
Product Political-Political (1088)
Brand Dem Party VA Week #13 (82175)
Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name D'ETTORRE,MIKE
Phone/Fax (215) 567-4080 /
CPE Week #13 DPVA
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments Week #13
DEM PARTY OF VA

Date Entered 08/05/13
Last Modified 08/05/13
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,120.00
Net Total \$68,680.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2013	80	\$80,800.00
Grand Total:	80	\$80,800.00

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	08/06/13-08/09/13	4	:30	6:59A- ABC--GOOD MORNING AMERICA			3	2	3	3			11	\$900.00	\$9,900.00	WJLA Arlington (WJLA)		8/5/13
2.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	6:59A- ABC--GOOD MORNING AMERICA		3							3	\$900.00	\$2,700.00	WJLA Arlington (WJLA)		8/5/13
3.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1							1	\$550.00	\$550.00	WJLA Arlington (WJLA)		8/5/13
4.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			1	1	1	1			4	\$550.00	\$2,200.00	WJLA Arlington (WJLA)		8/5/13
5.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	3:01P- ANDERSON COOPER SHOW			1	1	1	1			4	\$400.00	\$1,600.00	WJLA Arlington (WJLA)		8/5/13
6.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	3:01P- ANDERSON COOPER SHOW		1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		8/5/13
7.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1							1	\$450.00	\$450.00	WJLA Arlington (WJLA)		8/5/13
8.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)			1	1	1	1			4	\$450.00	\$1,800.00	WJLA Arlington (WJLA)		8/5/13
9.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	9A- LIVE!			1	1	1	1			4	\$450.00	\$1,800.00	WJLA Arlington (WJLA)		8/5/13
10.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	9A- LIVE!		1							1	\$450.00	\$450.00	WJLA Arlington (WJLA)		8/5/13

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

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11.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	10:58A- ABC--THE VIEW		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/5/13
12.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	10:58A- ABC--THE VIEW			1	1	1	1			4	\$500.00	\$2,000.00	WJLA Arlington (WJLA)		8/5/13
13.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON			1	1	1	1			4	\$550.00	\$2,200.00	WJLA Arlington (WJLA)		8/5/13
14.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1							1	\$550.00	\$550.00	WJLA Arlington (WJLA)		8/5/13
15.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	10A- RACHAEL RAY		1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		8/5/13
16.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	10A- RACHAEL RAY			1	1	1	1			4	\$400.00	\$1,600.00	WJLA Arlington (WJLA)		8/5/13
17.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	3:58P- KATIE COURIC			1	1	1	1			4	\$500.00	\$2,000.00	WJLA Arlington (WJLA)		8/5/13
18.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	3:58P- KATIE COURIC		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/5/13
19.0	Normal Line / SPOT	08/10/13-08/10/13	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		8/5/13
20.0	Normal Line / SPOT	08/10/13-08/10/13	4	:30	7:29P- JEOPARDY WEEKEND							1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		8/5/13
21.0	Normal Line / SPOT	08/06/13-08/07/13	4	:30	6:58P- WHEEL OF FORTUNE			1	1					2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		8/5/13
22.0	Normal Line / SPOT	08/09/13-08/09/13	4	:30	6:58P- WHEEL OF FORTUNE						1			1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		8/5/13

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23.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	6:58P- WHEEL OF FORTUNE		2							2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		8/5/13
24.0	Normal Line / SPOT	08/06/13-08/07/13	4	:30	7:27P- JEOPARDY			1	1					2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		8/5/13
25.0	Normal Line / SPOT	08/09/13-08/09/13	4	:30	7:27P- JEOPARDY						2			2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		8/5/13
26.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	7:27P- JEOPARDY		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		8/5/13
27.0	Normal Line / SPOT	08/06/13-08/09/13	4	:30	11:35P- ABC--JIMMY KIMMEL			1	1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/5/13
28.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	11:35P- ABC--JIMMY KIMMEL		1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/5/13
29.0	Normal Line / SPOT	08/06/13-08/11/13	4	:30	11P- NEWS-ABC 7 NEWS @ 11P			1	1	1	1	1	1	6	\$2,200.00	\$13,200.00	WJLA Arlington (WJLA)		8/5/13
30.0	Normal Line / SPOT	08/12/13-08/12/13	4	:30	11P- NEWS-ABC 7 NEWS @ 11P		1							1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		8/5/13
31.0	Normal Line / NFL Football	08/08/13-08/08/13	4	:30	7:28P- SPORTS-BALTIMORE RAVENS FOOTBALL GAME					2				2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/5/13

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