



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 666816 /		<u>Alt Order #</u> 07993001
<u>Product</u> MCAULIFFE/GOV/D		
<u>Contract Dates</u> 09/04/13 - 09/09/13		<u>Estimate #</u>
<u>Advertiser</u> McAuliffe/D/Governor		<u>Original Date / Revision</u> 09/03/13 / 09/03/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> MCAT	<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	3	09/04/13	09/08/13	CBS This Morning	7-9am		:30			NM	12	\$1,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--444--				12	\$115.00			
N 2	3	09/09/13	09/09/13	CBS This Morning	7-9am		:30			NM	4	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				4	\$105.00			
N 3	3	09/04/13	09/08/13	Newschannel 3 News	6-7am		:30			NM	6	\$1,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--222--				6	\$235.00			
N 4	3	09/09/13	09/09/13	Newschannel 3 News	6-7am		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				2	\$235.00			
N 5	3	09/04/13	09/08/13	NewsChannel 3 News	5-6am		:30			NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$140.00			
N 6	3	09/09/13	09/09/13	NewsChannel 3 News	5-6am		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$140.00			
N 7	3	09/04/13	09/08/13	Newschannel 3 News	12n-1230pm		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$225.00			
N 8	3	09/09/13	09/09/13	Newschannel 3 News	12n-1230pm		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$280.00			
N 9	3	09/04/13	09/08/13	CBS Daytime	1230-3p		:30			NM	3	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$345.00			
N 10	3	09/09/13	09/09/13	CBS Daytime	1230-3p		:30			NM	1	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$345.00			
N 11	3	09/04/13	09/08/13	Price Is Right	11am-12n		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--221--				5	\$250.00			

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

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666816 /	07993001

Contract Dates	Product	Estimate #
09/04/13 - 09/09/13	MCAULIFFE/GOV/D	

Advertiser	Original Date / Revision
McAuliffe/D/Governor	09/03/13 / 09/03/13

*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>			
N 12	3	09/09/13	09/09/13	Price Is Right	11am-12n		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$295.00			
N 13	3	09/04/13	09/08/13	Newschannel 3 News	4-5pm		:30			NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--222--				6	\$225.00			
N 14	3	09/09/13	09/09/13	Newschannel 3 News	4-5pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				2	\$200.00			
N 15	3	09/04/13	09/08/13	Newschannel 3 News	530-6pm		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$300.00			
N 16	3	09/09/13	09/09/13	Newschannel 3 News	530-6pm		:30			NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$290.00			
N 17	3	09/04/13	09/08/13	Newschannel 3 News	5-530pm		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$300.00			
N 18	3	09/09/13	09/09/13	Newschannel 3 News	5-530pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$295.00			
N 19	3	09/04/13	09/08/13	Newschannel 3 News	6-630pm		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$375.00			
N 20	3	09/09/13	09/09/13	Newschannel 3 News	6-630pm		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$395.00			
N 21	3	09/04/13	09/08/13	The Insider	730p-8pm		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$315.00			
N 22	3	09/09/13	09/09/13	The Insider	730p-8pm		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$395.00			
N 23	3	09/04/13	09/08/13	M-F 7-730pm	7p-730pm		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$315.00			
N 24	3	09/09/13	09/09/13	M-F 7-730pm	7p-730pm		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$395.00			
N 25	3	09/04/13	09/08/13	Sunday Prime	7-8pm		:30			NM	1	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$1,240.00			
N 26	3	09/09/13	09/09/13	Monday Prime	8-9pm		:30			NM	1	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$885.00			
N 27	3	09/04/13	09/08/13	Late Late Show w/Craig Ferg	1237-135am		:30			NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--WTF--				3	\$65.00			
N 28	3	09/09/13	09/09/13	Late Late Show w/Craig Ferg	1237-135am		:30			NM	1	\$65.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$65.00			
N 29	3	09/04/13	09/08/13	M-F 137-207a	137-205am		:30			NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--WTF--				3	\$45.00			
N 30	3	09/09/13	09/09/13	M-F 137-207a	137-205m		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$45.00			
N 31	3	09/04/13	09/08/13	Late News (Sa-Su)	11-1135p		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----11				2	\$395.00			
N 32	3	09/04/13	09/08/13	Late News (M-F)	11-1135p		:30			NM	3	\$1,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$540.00			
N 33	3	09/09/13	09/09/13	Late News (M-F)	11-1135p		:30			NM	1	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$590.00			
N 34	3	09/04/13	09/08/13	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--111--				3	\$190.00			
N 35	3	09/09/13	09/09/13	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$190.00			
N 36	3	09/04/13	09/08/13	Redskins Overnight	1135-1235xm		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S-				2	\$50.00			
N 37	3	09/08/13	09/08/13	CBS Sunday Morning	9-1030am		:30			NM	2	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				2	\$345.00			
N 38	3	09/08/13	09/08/13	Face the Nation	1030-11am		:30			NM	1	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$345.00			
N 39	3	09/08/13	09/08/13	NFL Football (Early)	1-4p		:30			NM	1	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$1,625.00			
N 40	3	09/09/13	09/09/13	Let's Make A Deal	9-10am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$220.00			
Totals											97	\$25,760.00

Time Period	# of Spots	Gross Amount	Net Amount
08/26/13 - 09/09/13	97	\$25,760.00	\$21,896.00
Totals	97	\$25,760.00	\$21,896.00

Signature: _____ **Date:** _____

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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

Station and Location:

WTKR-TV

Date

8/12/2013

I, Sharr Johnson Magnus,
 being/on behalf of: Terry McAuliffe, a legally
 qualified candidate of the Democratic political
 party for the office of: Governor
 in the General Election
 election to be held on: November 5, 2013

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
-See	Attached-				

Total Charges:

\$21,896.00

Net

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:

McAuliffe for Governor

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:

Nancy Rodriguez

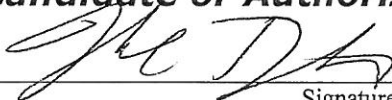
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

5/11/13

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title