

# CONTRACT



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

www.wtkr.com

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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<u>Contract / Revision</u> 666816 /	<u>Alt Order #</u> 07993001
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<u>Contract Dates</u> 09/04/13 - 09/09/13	<u>Product</u> MCAULIFFE/GOV/D	<u>Estimate #</u>
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<u>Advertiser</u> McAuliffe/D/Governor	<u>Original Date / Revision</u> 09/03/13 / 09/03/13
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
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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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
		<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 Letterm	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 Letterm	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			
<b>Totals</b>											<b>97</b>	<b>\$25,760.00</b>

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

**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**

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 100px;">WTKR-TV</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">8/12/2013</span>
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I, Sharr Johnson Masius  
 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
<u>See</u>	<u>Attached</u>				

**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]  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title