



WTKR-TV
720 Boush Street
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www.wtkr.com

CONTRACT

| | | |
|--|--|--|
| <u>Contract / Revision</u> 677945 / | | <u>Alt Order #</u> 08004755 |
| <u>Product</u> MCAULIFFE/G/D SKED B | | |
| <u>Contract Dates</u> 10/15/13 - 10/21/13 | | <u>Estimate #</u> //SKED B |
| <u>Advertiser</u> McAuliffe/D/Governor | | <u>Original Date / Revision</u> 10/17/13 / 10/17/13 |
| <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> |

And:

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

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|--|----------------|------|---------|-------------------|-------------|---------------|------|-------|------------|
| 1 | 3 | 10/15/13 | 10/20/13 | CBS This Morning | 7-9am | | :15/:15 | | | | BK | 4 | \$660.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/14/13 | 10/20/13 | -1111-- | | | | 4 | \$165.00 | 0.00 | | | |
| 2 | 3 | 10/21/13 | 10/21/13 | CBS This Morning | 7-9am | | :15/:15 | | | | BK | 1 | \$165.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/21/13 | 10/27/13 | M----- | | | | 1 | \$165.00 | 0.00 | | | |
| 3 | 3 | 10/15/13 | 10/20/13 | NewsChannel 3 News | 5-6am | | :15/:15 | | | | BK | 4 | \$520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/14/13 | 10/20/13 | -1111-- | | | | 4 | \$130.00 | 0.00 | | | |
| 4 | 3 | 10/21/13 | 10/21/13 | NewsChannel 3 News | 5-6am | | :15/:15 | | | | BK | 1 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/21/13 | 10/27/13 | M----- | | | | 1 | \$130.00 | 0.00 | | | |
| N 5 | 3 | 10/15/13 | 10/20/13 | M-F 3-4p | 3-4pm | | :15/:15 | | | | BK | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/14/13 | 10/20/13 | -111--- | | | | 3 | \$200.00 | 0.00 | | | |
| D 6 | 3 | 10/21/13 | 10/21/13 | M-F 3-4p | 3-4pm | | :15/:15 | | | | BK | 0 | \$0.00 |
| 7 | 3 | 10/17/13 | 10/17/13 | Thursday Prime | 9-10pm | | :15/:15 | | | | BK | 1 | \$2,355.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/14/13 | 10/20/13 | ---T--- | | | | 1 | \$2,355.00 | 0.00 | | | |
| 8 | 3 | 10/17/13 | 10/17/13 | Thursday Prime | 8-9pm | | :15/:15 | | | | BK | 1 | \$2,940.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/14/13 | 10/20/13 | ---T--- | | | | 1 | \$2,940.00 | 0.00 | | | |
| N 9 | 3 | 10/15/13 | 10/20/13 | Late Late Show w/Craig Ferg 1237-135am | | | :15/:15 | | | | BK | 3 | \$285.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/14/13 | 10/20/13 | -111--- | | | | 3 | \$95.00 | 0.00 | | | |
| D 10 | 3 | 10/21/13 | 10/21/13 | Late Late Show w/Craig Ferg 1237-135am | | | :15/:15 | | | | BK | 0 | \$0.00 |
| Totals | | | | | | | | | | 0.00 | | 18 | \$7,655.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 09/30/13 - 10/21/13 | 18 | \$7,655.00 | \$6,506.75 |
| Totals | 18 | \$7,655.00 | \$6,506.75 |

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.