

CONTRACT



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

www.wtkr.com

<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)

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