



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

WJLA-TV/DT WASHINGTON, DC

Strategic Media/DC
1911 North Ft. Myer Dr
Suite 400
Arlington, VA 22209

Contract # 252844

Schedule Dates 05/06/14-05/11/14
Advertiser American Petroleum Institute (2815)
Agency/T-Code Strategic Media/DC (1313)/ELECTRONIC
Product Issue - Issue (1076)
Brand API Taxes (65282)
Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name Szostak, Stephen
Phone/Fax (202) 337-5700 /
CPE 1911 API-RFS
Account Types Local/Non-Political Issue Agency
Billing Type Standard
Comments API-RFS Est 1911
5/5-5/11/14

Date Entered 05/05/14
Last Modified 05/06/14
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,592.50
Net Total \$37,357.50
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
May. 2014	24	\$43,950.00
Grand Total:	24	\$43,950.00

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	05/06/14-05/09/14	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A			1	1		1			3	\$350.00	\$1,050.00	WJLA Arlington (WJLA)		5/5/14
2.0	Normal Line / SPOT	05/06/14-05/08/14	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			1		1				2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		5/5/14
3.0	Normal Line / SPOT	05/06/14-05/09/14	4	:30	6:58A- ABC-GOOD MORNING AMERICA			1	1		1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		5/5/14
4.0	Normal Line / SPOT	05/11/14-05/11/14	4	:30	9:58A- ABC--THIS WEEK								1	1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		5/5/14
5.0	Normal Line / SPOT	05/06/14-05/08/14	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			1		1				2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		5/5/14
6.0	Normal Line / SPOT	05/06/14-05/09/14	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			1	1	1	1			4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		5/5/14
7.0	Normal Line / SPOT	05/06/14-05/08/14	4	:30	6:27P- 6:30P (EST)			1		1				2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		5/5/14
8.0	Normal Line / SPOT	05/07/14-05/08/14	4	:30	11A- 11:30P (EST)				1	1				2	\$2,300.00	\$4,600.00	WJLA Arlington (WJLA)		5/5/14
9.0	Normal Line / SPOT	05/11/14-05/11/14	4	:30	10:59P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		5/5/14
10.0	Normal Line / SPOT	05/06/14-05/09/14	4	:30	11:35P- ABC--JIMMY KIMMEL			1			1			2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		5/5/14

CONFIRMATION CONTRACT

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

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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11.0	Normal Line / SPOT	05/09/14-05/09/14	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/6/14
12.0	Normal Line / SPOT	05/09/14-05/09/14	4	:30	11A- 11:30P (EST)						1			1	\$2,300.00	\$2,300.00	WJLA Arlington (WJLA)		5/6/14

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Date:

Accepted-Station:

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