

# CONTRACT



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

www.wtkr.com

And:

**Mundy Katowitz Media**  
 1322 G Street SE  
 Washington, DC 20003

<b>Contract / Revision</b> 570235 /		<b>Alt Order #</b> 07898552
<b>Product</b> PRIORITIES USA		
<b>Contract Dates</b> 10/09/12 - 10/15/12		<b>Estimate #</b> 321/340/1564
<b>Advertiser</b> Priorities USA Action		<b>Original Date / Revision</b> 10/18/12 / 10/18/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTKR	<b>Account Executive</b> Jamie Andrus	<b>Sales Office</b> Washington, D.C.
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8356	<b>Advertiser Code</b> 321	<b>Product Code</b> 340
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
1	3	10/09/12	10/14/12	Newschannel 3 News	6-7am		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W-F--				2	\$675.00			
2	3	10/15/12	10/15/12	Newschannel 3 News	6-7am		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$675.00			
3	3	10/09/12	10/14/12	CBS This Morning	7-9a		:30			NM	4	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$340.00			
4	3	10/15/12	10/15/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$340.00			
5	3	10/15/12	10/15/12	Price Is Right	11am-12n		:30			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,010.00			
6	3	10/09/12	10/14/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-T-TF--				3	\$675.00			
7	3	10/11/12	10/11/12	CBS Daytime	1228-3pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$850.00			
8	3	10/15/12	10/15/12	CBS Daytime	1228-3pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$850.00			
9	3	10/09/12	10/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--1-1--				2	\$675.00			
10	3	10/11/12	10/11/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$850.00			
11	3	10/15/12	10/15/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$850.00			

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

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<u>Contract / Revision</u> 570235 /	<u>Alt Order #</u> 07898552
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<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Product</u> PRIORITIES USA	<u>Estimate #</u> 321/340/1564
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<u>Advertiser</u> Priorities USA Action	<u>Original Date / Revision</u> 10/18/12 / 10/18/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
12	3	10/12/12	10/12/12	Newschannel 3 News	5-530pm		:30			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$880.00			
13	3	10/10/12	10/10/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00
Week:		10/08/12	10/14/12	--W----				1	\$880.00			
14	3	10/11/12	10/11/12	Newschannel 3 News	6-630pm		:30			NM	1	\$1,345.00
Week:		10/08/12	10/14/12	---T---				1	\$1,345.00			
15	3	10/10/12	10/10/12	7-730pm	7-730pm		:30			NM	1	\$1,345.00
Week:		10/08/12	10/14/12	--W----				1	\$1,345.00			
16	3	10/11/12	10/11/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$1,345.00
Week:		10/08/12	10/14/12	---T---				1	\$1,345.00			
17	3	10/11/12	10/11/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,510.00
Week:		10/08/12	10/14/12	---T---				1	\$1,510.00			
18	3	10/15/12	10/15/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,510.00
Week:		10/15/12	10/21/12	M-----				1	\$1,510.00			
19	3	10/09/12	10/14/12	Late Night with David Letterman	1135pm-1235am		:30			NM	2	\$1,270.00
Week:		10/08/12	10/14/12	-11----				2	\$635.00			
20	3	10/09/12	10/14/12	Late Late Show w/Craig Ferg	1237-135am		:30			NM	2	\$440.00
Week:		10/08/12	10/14/12	--1-1--				2	\$220.00			
21	3	10/15/12	10/15/12	Late Late Show w/Craig Ferg	1237-135am		:30			NM	1	\$220.00
Week:		10/15/12	10/21/12	M-----				1	\$220.00			
22	3	10/13/12	10/13/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
Week:		10/08/12	10/14/12	-----S-				1	\$250.00			
E 23	3	10/13/12	10/13/12	730-8pm	730-8pm		:30			NM	0	\$0.00
Week:		10/08/12	10/14/12	-----S-				1	\$340.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/08/12-10/14/12	730-8pm	730-8pm	-----Sa--	:30		<del>\$340.00</del>	NM		
	Credited											
24	3	10/09/12	10/14/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
Week:		10/08/12	10/14/12	-----S-				1	\$180.00			
25	3	10/14/12	10/14/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00
Week:		10/08/12	10/14/12	-----S				1	\$515.00			
<b>Totals</b>											<b>33</b>	<b>\$23,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	33	\$23,200.00	\$19,720.00
<b>Totals</b>	<b>33</b>	<b>\$23,200.00</b>	<b>\$19,720.00</b>

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10/09/12 - 10/15/12	PRIORITIES USA	321/340/1564

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	10/18/12 / 10/18/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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