

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

<u>Contract / Revision</u> 584821 /		<u>Alt Order #</u> 07914250
<u>Product</u> PRIORITIES USA 60'S		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 321/340/1789
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<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> 8356	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
√ 1	3	10/23/12	10/28/12	Newschannel 3 News	6-7am		1:00			NM	2	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1-1--				2	\$2,370.00			
√ 2	3	10/25/12	10/25/12	CBS This Morning	7-9a		1:00			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,700.00			
√ 3	3	10/29/12	10/29/12	CBS This Morning	7-9a		1:00			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,700.00			
√ 4	3	10/23/12	10/23/12	Newschannel 3 News	12n-1230pm		1:00			NM	1	\$2,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$2,690.00			
√ 5	3	10/24/12	10/24/12	CBS Daytime	1228-3pm		1:00			NM	1	\$2,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$2,690.00			
√ 6	3	10/26/12	10/26/12	Ellen Degeneres 3pm	3-4pm		1:00			NM	1	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,020.00			
√ 7	3	10/25/12	10/25/12	NewsCha 3 News First @ 4p	358-5pm		1:00			NM	1	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$2,020.00			
√ 8	3	10/29/12	10/29/12	Newschannel 3 News	5-530pm		1:00			NM	1	\$2,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,690.00			
√ 9	3	10/23/12	10/23/12	Newschannel 3 News	530-6pm		1:00			NM	1	\$3,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$3,040.00			
√ 10	3	10/24/12	10/24/12	Newschannel 3 News	6-630pm		1:00			NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$3,700.00			
√ 11	3	10/25/12	10/25/12	7-730pm	7-730pm		1:00			NM	1	\$4,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$4,020.00			

(* 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.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
584821 /	07914250

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	PRIORITIES USA 60'S	321/340/1789

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 12	3	10/25/12	10/25/12	Late Night with David Letterm	1135pm-1237am		1:00			NM	1	\$1,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,380.00			
N 13	3	10/26/12	10/26/12	Late Late Show w/Craig Ferg	1237-139am		1:00			NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$440.00			
N 14	3	10/27/12	10/27/12	Early Show Saturday	9-11am		1:00			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$500.00			
N 15	3	10/27/12	10/27/12	730-8pm	730-8pm		1:00			NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$680.00			
N 17	3	10/27/12	10/27/12	Redskins Overnight	1135-1235xm		1:00			NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$360.00			
N 18	3	10/26/12	10/26/12	CBS This Morning	7-9a		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,700.00			
Totals											18	\$36,070.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	16	\$31,680.00	\$26,928.00
10/29/12 - 10/29/12	2	\$4,390.00	\$3,731.50
Totals	18	\$36,070.00	\$30,659.50

Signature: _____ Date: _____

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