

CONTRACT



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

www.wtkr.com

And:

Waterfront Strategies
3050 K Street NW
Suite 100
Washington, DC 20007

<u>Contract / Revision</u> 660584 /		<u>Alt Order #</u> 07986069
<u>Product</u> NEXT GEN/MCAULIFFE		
<u>Contract Dates</u> 08/07/13 - 08/20/13		<u>Estimate #</u> 168/179/2421
<u>Advertiser</u> Next Generation/McAuliffe/D/Gov		<u>Original Date / Revision</u> 08/13/13 / 08/13/13
<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> 8558	<u>Advertiser Code</u> 168	<u>Product Code</u> 179
<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	08/07/13	08/09/13	Newschannel 3 News	12n-1230pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				2	\$200.00			
2	3	08/07/13	08/09/13	CBS Daytime	1230-3p		:30			NM	3	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$245.00			
3	3	08/07/13	08/09/13	Newschannel 3 News	4-5pm		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$175.00			
4	3	08/07/13	08/09/13	CBS This Morning	7-9am		:30			NM	3	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$105.00			
5	3	08/07/13	08/09/13	Newschannel 3 News	5-530pm		:30			NM	3	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$245.00			
6	3	08/07/13	08/09/13	Newschannel 3 News	530-6pm		:30			NM	3	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$245.00			
7	3	08/07/13	08/09/13	Newschannel 3 News	6-630pm		:30			NM	3	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$295.00			
E 8	3	08/10/13	08/17/13	Newschannel 3 News	6-630pm		:30			NM	5	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S-				1	\$140.00			
	<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	08/05/13-08/11/13	Newschannel 3 News	6-630pm	-----Sa--	:30		\$140.00	NM		
	See MG 8.3, 8.4, 8.5, 8.6, 8.7											
Week:		08/12/13	08/18/13	-----S-				1	\$140.00			

(* 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>
660584 /	07986069

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/07/13 - 08/20/13	NEXT GEN/MCAULIFFE	168/179/2421

<u>Advertiser</u>	<u>Original Date / Revision</u>
Next Generation/McAuliff	08/13/13 / 08/13/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<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>		
	2	3	08/12/13-08/18/13	Newschannel 3 News	6-630pm	-----Sa--	:30		\$140.00	NM		
			See MG 8.3,8.4,8.5,8.6,8.7									
	3	3	08/12/13-08/18/13	Golf	Various	-----Sa--	:30		\$500.00	NM		
			MG for 9.1,8.1,11.3,8.2									
	4	3	08/15/13-08/18/13	Late Night with David Letterm	1135pm-1237am	----ThF----	:30		\$135.00	NM		
			MG for 9.1,8.1,11.3,8.2									
	5	3	08/15/13-08/18/13	Late Night with David Letterm	1135pm-1237am	----ThF----	:30		\$135.00	NM		
			MG for 9.1,8.1,11.3,8.2									
	6	3	08/15/13-08/18/13	Late Late Show w/Craig Fergi	1237-139am	----ThF----	:30		\$45.00	NM		
			MG for 9.1,8.1,11.3,8.2									
	7	3	08/15/13-08/18/13	CBS Morning News 430a	M-F 430-5a	----ThF----	:30		\$15.00	NM		
			MG for 9.1,8.1,11.3,8.2									
E 9	3	08/11/13	08/18/13	Newschannel 3 News	630-7pm		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S				1	\$165.00			
	<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	08/05/13-08/11/13	Newschannel 3 News	630-7pm	-----Su	:30		\$165.00	NM		
			See MG 8.3,8.4,8.5,8.6,8.7									
Week:		08/12/13	08/18/13	-----S				1	\$165.00			
10	3	08/07/13	08/09/13	Late Night with David Letterm	1135pm-1237am		:30			NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$135.00			
E 11	3	08/07/13	08/09/13	Late News (M-F)	11-1135p		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$385.00			
	<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>		
	3	3	08/05/13-08/11/13	Late News (M-F)	11-1135p	---WThF----	:30		\$385.00	NM		
			See MG 8.3,8.4,8.5,8.6,8.7									
12	3	08/10/13	08/18/13	Late News (Sa-Su)	11-1135p		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----SS				2	\$280.00			
Week:		08/12/13	08/18/13	-----SS				2	\$280.00			
13	3	08/07/13	08/09/13	M-F 7-730pm	7p-730pm		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$315.00			
14	3	08/07/13	08/09/13	The Insider	730p-8pm		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	--WTF--				3	\$315.00			
15	3	08/12/13	08/19/13	Monday Prime	8-9pm		:30			NM	2	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	M-----				1	\$630.00			
Week:		08/19/13	08/25/13	M-----				1	\$630.00			
16	3	08/12/13	08/19/13	Monday Prime	9-10pm		:30			NM	2	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	M-----				1	\$630.00			
Week:		08/19/13	08/25/13	M-----				1	\$630.00			
17	3	08/12/13	08/19/13	Monday Prime	10-11pm		:30			NM	2	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	M-----				1	\$840.00			
Week:		08/19/13	08/25/13	M-----				1	\$840.00			

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/07/13 - 08/20/13	NEXT GEN/MCAULIFFE	168/179/2421

<u>Advertiser</u>	<u>Original Date / Revision</u>
Next Generation/McAuliff	08/13/13 / 08/13/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
18	3	08/13/13	08/20/13	NCIS	8-9pm		:30			NM	2	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	-T-----				1	\$980.00			
Week:		08/19/13	08/25/13	-T-----				1	\$980.00			
19	3	08/09/13	08/16/13	Friday Prime	9-10pm		:30			NM	2	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	----F--				1	\$490.00			
Week:		08/12/13	08/18/13	----F--				1	\$490.00			
20	3	08/09/13	08/16/13	Friday Prime	10-11pm		:30			NM	2	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	----F--				1	\$840.00			
Week:		08/12/13	08/18/13	----F--				1	\$840.00			
21	3	08/10/13	08/17/13	Saturday Prime	9-10pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S-				1	\$395.00			
Week:		08/12/13	08/18/13	-----S-				1	\$395.00			
22	3	08/10/13	08/17/13	Saturday Prime	10-11pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S-				1	\$395.00			
Week:		08/12/13	08/18/13	-----S-				1	\$395.00			
23	3	08/11/13	08/18/13	Sunday Prime	7-8pm		:30			NM	2	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S				1	\$840.00			
Week:		08/12/13	08/18/13	-----S				1	\$840.00			
24	3	08/10/13	08/17/13	CBS This Morning Saturday	9-11am		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S-				1	\$65.00			
Week:		08/12/13	08/18/13	-----S-				1	\$65.00			
25	3	08/11/13	08/18/13	CBS Sunday Morning	9-1030am		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S				1	\$315.00			
Week:		08/12/13	08/18/13	-----S				1	\$315.00			
26	3	08/11/13	08/18/13	Face the Nation	1030-11am		:30			NM	2	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/05/13	08/11/13	-----S				1	\$245.00			
Week:		08/12/13	08/18/13	-----S				1	\$245.00			
27	3	08/12/13	08/16/13	Newschannel 3 News	12n-1230pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				1	\$200.00			
28	3	08/12/13	08/16/13	CBS Daytime	1230-3p		:30			NM	5	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				5	\$245.00			
29	3	08/19/13	08/20/13	CBS Daytime	1230-3p		:30			NM	2	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/19/13	08/25/13	MT-----				2	\$245.00			
30	3	08/12/13	08/16/13	Newschannel 3 News	4-5pm		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				3	\$175.00			
31	3	08/12/13	08/16/13	CBS This Morning	7-9am		:30			NM	5	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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08/07/13 - 08/20/13	NEXT GEN/MCAULIFFE	168/179/2421

<u>Advertiser</u>	<u>Original Date / Revision</u>
Next Generation/McAuliff	08/13/13 / 08/13/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				5	\$105.00			
32	3	08/19/13	08/20/13	CBS This Morning	7-9am		:30			NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/19/13	08/25/13	MT-----				2	\$105.00			
33	3	08/12/13	08/16/13	Newschannel 3 News	5-530pm		:30			NM	3	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				3	\$245.00			
34	3	08/12/13	08/16/13	Newschannel 3 News	530-6pm		:30			NM	3	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				3	\$245.00			
35	3	08/12/13	08/16/13	Newschannel 3 News	6-630pm		:30			NM	3	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				3	\$295.00			
36	3	08/12/13	08/16/13	Late Night with David Letterm	1135pm-1237am		:30			NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				5	\$135.00			
37	3	08/19/13	08/20/13	Late Night with David Letterm	1135pm-1237am		:30			NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/19/13	08/25/13	MT-----				2	\$135.00			
38	3	08/12/13	08/16/13	Late News (M-F)	11-1135p		:30			NM	3	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				3	\$385.00			
39	3	08/12/13	08/16/13	M-F 7-730pm	7p-730pm		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				5	\$315.00			
40	3	08/19/13	08/20/13	M-F 7-730pm	7p-730pm		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/19/13	08/25/13	MT-----				2	\$315.00			
41	3	08/12/13	08/16/13	The Insider	730p-8pm		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	MTWTF--				5	\$315.00			
42	3	08/19/13	08/20/13	The Insider	730p-8pm		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/19/13	08/25/13	MT-----				2	\$315.00			
Totals											116	\$34,880.00

Time Period	# of Spots	Gross Amount	Net Amount
07/29/13 -08/20/13	116	\$34,880.00	\$29,648.00
Totals	116	\$34,880.00	\$29,648.00

Signature: _____ **Date:** _____

(* 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.