

# CONTRACT



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

www.wtkr.com

And:

**National Media Research Planning & Placement**  
**Attention: Kristy Moran**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 587661 /		<u>Alt Order #</u> 7915870
<u>Product</u> RNC 11/2-11/6		
<u>Contract Dates</u> 11/01/12 - 11/06/12		<u>Estimate #</u> 20/446/3545
<u>Advertiser</u> Republican National Committee		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<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 25-54		
<u>IDB#</u> 8380	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	11/02/12	11/06/12	NewsChannel 3 News	5-6am		:30			NM	3	\$2,550.00
		<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	----F--				1	\$850.00			
Week:		11/05/12	11/11/12	MT-----				2	\$850.00			
2	3	11/02/12	11/06/12	Newschannel 3 News	6-7am		:30			NM	3	\$3,555.00
		<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	----F--				1	\$1,185.00			
Week:		11/05/12	11/11/12	MT-----				2	\$1,185.00			
3	3	11/02/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$2,010.00
		<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	-----S				1	\$2,010.00			
4	3	11/02/12	11/06/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$4,035.00
		<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	----F--				1	\$1,345.00			
Week:		11/05/12	11/11/12	MT-----				2	\$1,345.00			
5	3	11/02/12	11/02/12	Newschannel 3 News	5-530pm		:30			NM	1	\$1,345.00
		<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	----F--				1	\$1,345.00			
E 6	3	11/05/12	11/05/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,520.00			
	<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	11/05/12-11/11/12	Newschannel 3 News	530-6pm	M-----	:30		<del>\$1,520.00</del>	NM		
	<i>Credited</i>											
E 7	3	11/01/12	11/05/12	Newschannel 3 News	6-630pm		:30			NM	2	\$3,700.00
		<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	---TF--				2	\$1,850.00			
	<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	10/29/12-11/04/12	Newschannel 3 News	6-630pm	----ThF----	:30		<del>\$1,850.00</del>	NM		
	<i>Credited</i>											
Week:		11/05/12	11/11/12	M-----				1	\$1,850.00			
8	3	11/02/12	11/05/12	The Insider	730p-8pm		:30			NM	2	\$4,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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

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<u>Contract / Revision</u>	<u>Alt Order #</u>
587661 /	7915870

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/12 - 11/06/12	RNC 11/2-11/6	20/446/3545

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican National Com	11/02/12 / 11/02/12

*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:		10/29/12	11/04/12	----F--				1	\$2,010.00			
Week:		11/05/12	11/11/12	M-----				1	\$2,010.00			
E 9	3	11/05/12	11/05/12	Monday Prime	10-11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$6,715.00			
<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	11/05/12-11/11/12		Monday Prime	10-11pm	M-----	:30		<del>\$6,715.00</del>	NM		
Credited												
10	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$3,000.00
		<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	-----S-				1	\$3,000.00			
E 11	3	11/01/12	11/05/12	Late News (M-F)	11-1135p		:30			NM	2	\$4,020.00
		<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	---TF--				2	\$2,010.00			
<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	10/29/12-11/04/12		Late News (M-F)	11-1135p	----ThF----	:30		<del>\$2,010.00</del>	NM		
Credited												
Week:		11/05/12	11/11/12	M-----				1	\$2,010.00			
E 12	3	11/01/12	11/01/12	Thursday Prime	10-11pm		:30			NM	0	\$0.00
		<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	---T---				1	\$6,035.00			
<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	10/29/12-11/04/12		Thursday Prime	10-11pm	----Th-----	:30		<del>\$6,035.00</del>	NM		
Credited												
13	3	11/04/12	11/04/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$2,050.00
		<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	-----S				1	\$2,050.00			
E 14	3	11/01/12	11/06/12	Late Night with David Letterm	1135pm-1237am		:30			NM	1	\$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	---TF--				2	\$690.00			
<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>		
2	3	10/29/12-11/04/12		Late Night with David Letterm	1135pm-1237am	----ThF----	:30		<del>\$690.00</del>	NM		
Credited												
Week:		11/05/12	11/11/12	M-----				1	\$690.00			
<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	11/05/12-11/11/12		Late Night with David Letterm	1135pm-1237am	M-----	:30		<del>\$690.00</del>	NM		
Credited												
<b>Totals</b>											<b>20</b>	<b>\$30,975.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	20	\$30,975.00	\$26,328.75
<b>Totals</b>	<b>20</b>	<b>\$30,975.00</b>	<b>\$26,328.75</b>

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

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