



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

WJLA-TV/DT WASHINGTON, DC

Pinpoint Media
4659 Kinsey Lane
Alexandria, VA 22311

Contract # 264672

Schedule Dates: 09/25/14-10/03/14
Advertiser: Ed Gillespie for Senate (18626)
Agency: Pinpoint Media (5564)
Product: Political-Political (1088)
Brand: Gillespie est 351 (96096)
Salesperson: Brody, Erin (1723)
Sales Office: WJLA - Core Team
Buyer Name: /
Phone/Fax: /
CPE: 351
Account Types: Local/Political Candidate Agency
Billing Type: Standard
Comments: Ed Gillespie for Senate
est 2824
9/25/ - 10/4

Date Entered: 09/24/14
Last Modified: 09/29/14
Entered By: Taryn Crane
CO-OP: No
Headline #:
Demo:
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$16,987.50
Net Total: \$96,262.50
Sales Tax:

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Sep. 2014	23	\$35,900.00
Oct. 2014	76	\$77,350.00
Grand Total:	99	\$113,250.00

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	09/25/14-09/26/14	3	:30	6:58A-ABC-GOOD MORNING AMERICA					2	2			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)	GMA	9/24/14
2.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	11:59A-NEWS-ABC 7 NEWS @ NOON		2	2	1	1	1			6	\$250.00	\$1,500.00	WJLA Arlington (WJLA)	NOON NEWS	9/24/14
2.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
3.0	Normal Line / SPOT	09/25/14-09/26/14	4	:30	3:58P-NEWS-ABC 7 NEWS @ 4P					1	1			2	\$200.00	\$400.00	WJLA Arlington (WJLA)	4P NEWS	9/24/14
4.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	3:58P-NEWS-ABC 7 NEWS @ 4P		1	1	1	1	1			4	\$200.00	\$800.00	WJLA Arlington (WJLA)	4P NEWS	9/24/14
4.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
5.0	Normal Line / SPOT	09/25/14-09/26/14	4	:30	4:58P-NEWS-ABC 7 NEWS @ 5P					1	1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)	5P NEWS	9/24/14
6.0	Normal Line / SPOT	09/29/14-10/02/14	4	:30	4:58P-NEWS-ABC 7 NEWS @ 5P		1	1	1	1				4	\$500.00	\$2,000.00	WJLA Arlington (WJLA)	5P NEWS	9/24/14
7.0	Normal Line / SPOT	09/25/14-09/26/14	4	:30	5:59P-NEWS-ABC 7 NEWS @ 6P					1	1			2	\$750.00	\$1,500.00	WJLA Arlington (WJLA)	6P NEWS	9/24/14

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____

Accepted Station: _____

Date: _____

Comments: _____

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Agency

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Brand

Gillespie est. 351 (96096)

Salesperson

Brody, Erin (1723)

Sales Office

WJLA - Core Team

Buyer Name

/

Phone/Fax

/

CPE

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Billing Type

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By Broadcast Month Spots Rate

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8.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			4	\$750.00	\$3,000.00	WJLA Arlington (WJLA)	6P NEWS	9/24/14
8.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
9.0	Normal Line / SPOT	09/25/14-09/26/14	3	:30	6:58P- WHEEL OF FORTUNE					1	1			2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)	WHEEL	9/24/14
10.0	Normal Line / SPOT	09/25/14-09/26/14	3	:30	7:27P- JEOPARDY					1	1			2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)	JEOPARDY	9/24/14
11.0	Normal Line / SPOT	09/25/14-09/25/14	4	:30	10P- ABC-HOW TO GET AWAY WITH MURDER	1			X					1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)	HOW TO GET AWAY WITH MURDER	9/24/14
11.0.1	Closed Preempt	09/25/14															WJLA Arlington (WJLA)	Pre-Empt/Spot -	
12.0	Normal Line / SPOT	09/25/14-09/26/14	4	:30	11P- NEWS-ABC 7 NEWS @ 11P					2	2			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)	LATE NEWS	9/24/14
13.0	Normal Line / SPOT	09/25/14-09/26/14	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A					1	1			2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)	6A NEWS	9/24/14
14.0	Normal Line / SPOT	09/28/14-09/28/14	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN	1						X		1	\$600.00	\$600.00	WJLA Arlington (WJLA)	GMA SUN	9/24/14
15.0	Normal Line / SPOT	09/29/14-09/29/14	4	:30	7:57P- ABC-DANCING WITH THE STARS	1	X							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)	DWTS	9/24/14
16.0	Normal Line / SPOT	10/01/14-10/01/14	4	:30	10P- ABC-MASHVILLE	1			X					1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)	MASHVILLE	9/24/14

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17.0	Normal Line / SPOT	10/02/14-10/02/14	4	:30	9p- ABC--SCANDAL	1				X				1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)	SCANDAL	9/24/14
18.0	Normal Line / SPOT	09/29/14-09/30/14	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2	1	1						2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)	SP NEWS	9/24/14
19.0	Normal Line / SPOT	09/25/14-09/25/14	4	:30	12:37A- ABC-ABC NIGHTLINE	1			X					1	\$200.00	\$200.00	WJLA Arlington (WJLA)	NIGHTLINE	9/24/14
20.0	Normal Line / SPOT	10/01/14-10/03/14	4	:30	12:35A- ABC-ABC NIGHTLINE	1			1	1				1	\$200.00	\$200.00	WJLA Arlington (WJLA)	NIGHTLINE	9/24/14
20.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
21.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	4	1	1	1	1	1			4	\$450.00	\$1,800.00	WJLA Arlington (WJLA)	6A NEWS	9/24/14
21.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
22.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	6:58A- ABC-GOOD MORNING AMERICA	8	2	2	2	2	2			8	\$550.00	\$4,400.00	WJLA Arlington (WJLA)	GMA	9/24/14
22.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
22.0.2	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	

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23.0	Revised Line / SPOT	09/29/14-10/03/14	4	:30	6:58P- WHEEL OF FORTUNE	1	1	1	1	1	1			4	\$1,300.00	\$5,200.00	WJLA Arlington (WJLA)	WHEEL	9/24/14
23.1	Normal Line / SPOT	09/29/14-10/02/14	4	:30	6:58P- WHEEL OF FORTUNE	1	1	1	1	1				4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)	JEOPARDY	9/24/14
24.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	7:27P- JEOPARDY	1	1	1	1	1				4	\$4,500.00	\$18,000.00	WJLA Arlington (WJLA)	Pre-Empty/Exception - PER ERIN	9/24/14
24.0.1	Closed Preempt	10/03/14												1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)	HOW TO GET AWAY WITH MURDER	9/24/14
25.0	Normal Line / SPOT	10/02/14-10/02/14	4	:30	10P- ABC-HOW TO GET AWAY WITH MURDER	1				X				1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)	LATE NEWS	9/24/14
26.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	2	2	2	2	2	2			8	\$1,500.00	\$12,000.00	WJLA Arlington (WJLA)	Pre-Empty/Exception - PER ERIN	9/24/14
26.0.1	Closed Preempt	10/03/14												1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)	Pre-Empty/Exception - PER ERIN	9/24/14
26.0.2	Closed Preempt	10/03/14												1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)	Pre-Empty/Exception - PER ERIN	9/24/14
27.0	Normal Line / SPOT	09/25/14-09/25/14	3	:30	10P- ABC-HOW TO GET AWAY WITH MURDER	1				1				1	\$500.00	\$500.00	WJLA Arlington (WJLA)	HOW TO GET AWAY WITH MURDER	9/25/14
28.0	Normal Line / SPOT	09/29/14-10/02/14	3	:30	12P- ABC-GENERAL HOSPITAL	3	X	X	X	X				3	\$500.00	\$1,500.00	WJLA Arlington (WJLA)		9/26/14

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29.0	Normal Line / SPOT	09/29/14-10/02/14	3	:30	11:35P-ABC-JIMMY KIMMEL	2	X	X	X	X				2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/26/14
30.0	Normal Line / SPOT	09/29/14-10/02/14	3	:30	10:58A-ABC-THE VIEW	3	X	X	X	X				3	\$600.00	\$1,800.00	WJLA Arlington (WJLA)		9/26/14
31.0	Normal Line / SPOT	10/01/14-10/01/14	4	:30	7:57P-ABC-THE MIDDLE/THE GOLDBERGS	1			X					1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/26/14
32.0	Normal Line / SPOT	10/02/14-10/02/14	4	:30	7:57P-ABC-GREY'S ANATOMY	1			X					1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/26/14
33.0	Normal Line / SPOT	09/30/14-09/30/14	4	:30	7:57P-ABC-SELFIE/MANHATTAN LOVE STORY	1		X						1	\$2,300.00	\$2,300.00	WJLA Arlington (WJLA)		9/26/14
34.0	Normal Line / SPOT	09/30/14-10/02/14	4	:30	4:58P-NEWS-ABC 7 NEWS @ 5P	2		X	X	X				2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/26/14
35.0	Normal Line / SPOT	10/01/14-10/02/14	3	:30	20938-NEWS-ABC 7 NEWS @ 11P	1			X	X				1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)	Separation/Exception - 3X 1/2 W/20 MIN SEPARATION	9/29/14
35.0.1	Closed Preempt	10/01/14															WJLA Arlington (WJLA)	Separation/Exception -	
35.0.2	Closed Preempt	10/02/14															WJLA Arlington (WJLA)		
36.0	Normal Line / SPOT	10/01/14-10/02/14	3	:30	11:35P-ABC-JIMMY KIMMEL	1			X	X				2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/29/14

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37.0	Normal Line / SPOT	10/01/14-10/02/14	3	:30	2P-ABC-GENERAL HOSPITAL	1			1	1				2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/29/14
38.0	Normal Line / SPOT	10/01/14-10/02/14	3	:30	12:57P-ABC-THE CHEW	1			X	X				1	\$300.00	\$300.00	WJLA Arlington (WJLA)		9/29/14
39.0	Normal Line / SPOT	10/01/14-10/02/14	1	:30	9A- LIVE!	3			X	X				3	\$550.00	\$1,650.00	WJLA Arlington (WJLA)		9/29/14
40.0	Normal Line / SPOT	10/01/14-10/02/14	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	3			X	X				2	\$400.00	\$800.00	WJLA Arlington (WJLA)		9/29/14
40.0.1	Closed Preempt	10/01/14															WJLA Arlington (WJLA)	Separation/Exception -	

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October 27, 2014

Regarding Contract #264672 Gillespie for Senate, 9/24-10/4/14 est 351

In reconciliation of our books, we have discovered that the following lines were coded with an incorrect section code upon entering the order in our system.

Line 31 Wed 8p-9p Middle/Goldbergs should reflect a section code 3

Line 32 Thu 8p-9p Greys Anatomy should reflect a section code 3

This memorandum serves as a correction of these errors.

Thank you,

A handwritten signature in blue ink that reads 'Erin Brody'.

Erin Brody
WJLA/ABC7
Account Executive