



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

WJLA-TV/DT WASHINGTON, DC

Contract # 264672

Schedule Dates

09/25/14-10/03/14

Advertiser

Ed Gillespie for Senate (18626)

Agency

Pinpoint Media (3564)

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

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-EmptyException - 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-EmptyException - 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:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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

Normal

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
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		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-NASHVILLE	1		X						1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)	NASHVILLE	9/24/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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
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
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	1	1	1						2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)	5P 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-Empty/Exception - PER ERIN	
21.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	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-Empty/Exception - PER ERIN	
22.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	6:58A- ABC-GOOD MORNING AMERICA	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-Empty/Exception - PER ERIN	
22.0.2	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empty/Exception - PER ERIN	

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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
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
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	\$1,300.00	\$5,200.00	WJLA Arlington (WJLA)	WHEEL	9/26/14
24.0	Normal Line / SPOT	09/29/14-10/03/14	4	:30	7-7P- JEOPARDY	1	1	1	1	1				4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)	JEOPARDY	9/24/14
24.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
25.0	Normal Line / SPOT	10/02/14-10/02/14	4	:30	10P- ABC-HOW TO GET AWAY WITH MURDER	1				X				1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)	HOW TO GET AWAY WITH MURDER	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	\$1,300.00	\$10,400.00	WJLA Arlington (WJLA)	LATE NEWS	9/24/14
26.0.1	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
26.0.2	Closed Preempt	10/03/14															WJLA Arlington (WJLA)	Pre-Empt/Exception - PER ERIN	
27.0	Normal Line / SPOT	09/25/14-09/25/14	3	:30	10P- ABC-HOW TO GET AWAY WITH MURDER	1				1				1	\$10,000.00	\$10,000.00	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

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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
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	1					\$1,300.00		WJLA Arlington (WJLA)		9/29/14
35.0.1	Closed Preempt	10/01/14															WJLA Arlington (WJLA)	Separation/Exception - 3X 1/2 W/20 MIN SEPARATION	
35.0.2	Closed Preempt	10/02/14															WJLA Arlington (WJLA)	Separation/Exception -	
36.0	Normal Line / SPOT	10/01/14-10/02/14	3	:30	11:35P-ABC-JIMMY KIMMEL			1	1					2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/29/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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
37.0	Normal Line / SPOT	10/01/14-10/02/14	3	:30	2P- ABC-GENERAL HOSPITAL				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 -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



>> >>

>> >>

WJLA WASHINGTON

<< <<

<< <<

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