



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

WJLA-TV/DT WASHINGTON, DC

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

Contract # 266168

Schedule Dates 10/08/14-10/14/14
Advertiser Hogan-Rutherford Committee.... (18602)
Agency/T-Code Mentzer Media (1290)/ELECTRONIC
Product Political-Political (1088)
Brand 1483 Hogan Rutherford 10-8 - 10-14 PHOGA (96)
Salesperson Brody, Erin (1723)
Sales Office WJLA - Core Team
Buyer Name
Phone/Fax /
CPE 1483 - October
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments est 1483 - 10/8 - 10/14

Date Entered 10/07/14
Last Modified 10/08/14
Entered By Jeffrey Skoczlas
CO-OP No
Headline #
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,185.00
Net Total \$57,715.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2014	48	\$67,900.00
Grand Total:	48	\$67,900.00

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	10/08/14-10/08/14	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1					1	\$900.00	\$900.00	WJLA Arlington (WJLA)		10/7/14
2.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	7A- ABC--GOOD MORNING AMERICA				2					2	\$1,100.00	\$2,200.00	WJLA Arlington (WJLA)		10/7/14
3.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	12P- NEWS-ABC 7 NEWS @ NOON				1					1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/7/14
4.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	5P- NEWS-ABC 7 NEWS @ 5P				1					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/7/14
5.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	6P- NEWS-ABC 7 NEWS @ 6P				1					1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/7/14
6.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	7P- WHEEL OF FORTUNE				1					1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		10/7/14
7.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	7:30P- JEOPARDY				1					1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/7/14
8.0	Normal Line / SPOT	10/08/14-10/08/14	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1					1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/7/14
9.0	Normal Line / SPOT	10/10/14-10/10/14	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A						1			1	\$900.00	\$900.00	WJLA Arlington (WJLA)		10/7/14
10.0	Normal Line / SPOT	10/09/14-10/10/14	3	:30	7A- ABC--GOOD MORNING AMERICA					2	2			4	\$1,100.00	\$4,400.00	WJLA Arlington (WJLA)		10/7/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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11.0	Normal Line / SPOT	10/13/14-10/13/14	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1							1	\$900.00	\$900.00	WJLA Arlington (WJLA)		10/7/14
12.0	Normal Line / SPOT	10/13/14-10/14/14	3	:30	7A- ABC--GOOD MORNING AMERICA		2	2						4	\$1,100.00	\$4,400.00	WJLA Arlington (WJLA)		10/7/14
13.0	Normal Line / SPOT	10/09/14-10/10/14	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON					1	1			2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)	NOON NEWS	10/7/14
14.0	Normal Line / SPOT	10/13/14-10/14/14	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)	NOON NEWS	10/7/14
15.0	Normal Line / SPOT	10/09/14-10/09/14	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P					2				2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)	5P NEWS	10/7/14
16.0	Normal Line / SPOT	10/10/14-10/10/14	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1					X			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)	5P NEWS	10/7/14
17.0	Normal Line / SPOT	10/13/14-10/14/14	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2	2						4	\$900.00	\$3,600.00	WJLA Arlington (WJLA)	5P NEWS	10/7/14
18.0	Normal Line / SPOT	10/09/14-10/10/14	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P					1	1			2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)	6P NEWS	10/7/14
19.0	Normal Line / SPOT	10/13/14-10/14/14	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)	6P NEWS	10/7/14
20.0	Normal Line / SPOT	10/09/14-10/10/14	3	:30	6:58P- WHEEL OF FORTUNE					1	1			2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)	WHEEL	10/7/14

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21.0	Revised Line / SPOT	10/13/14-10/14/14	3	:30	6:58P- WHEEL OF FORTUNE		1	1									WJLA Arlington (WJLA)	WHEEL	10/7/14
21.1	Normal Line / SPOT	10/13/14-10/14/14	3	:30	6:58P- WHEEL OF FORTUNE	1	X	X						1	\$2,600.00	\$2,600.00	WJLA Arlington (WJLA)	WHEEL	10/8/14
22.0	Normal Line / SPOT	10/09/14-10/10/14	3	:30	7:27P- JEOPARDY					1	1			2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)	JEOPARDY	10/7/14
23.0	Normal Line / SPOT	10/13/14-10/14/14	3	:30	7:27P- JEOPARDY		1	1						2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)	JEOPARDY	10/7/14
26.0	Normal Line / SPOT	10/11/14-10/11/14	3	:30	6:58A- ABC--GOOD MORNING AMERICA SAT	1						X		1	\$600.00	\$600.00	WJLA Arlington (WJLA)	GMA SAT	10/7/14
27.0	Normal Line / SPOT	10/11/14-10/11/14	3	:30	7P- WHEEL OF FORTUNE WEEKEND	1						X		1	\$600.00	\$600.00	WJLA Arlington (WJLA)	WHEEL	10/7/14
28.0	Normal Line / SPOT	10/12/14-10/12/14	3	:30	7:58A- ABC--GOOD MORNING AMERICA SUN	1							X	1	\$600.00	\$600.00	WJLA Arlington (WJLA)	GMA SUN	10/7/14
29.0	Normal Line / SPOT	10/12/14-10/12/14	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								2	2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)	EARLY NEWS	10/7/14
30.0	Normal Line / SPOT	10/12/14-10/12/14	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1							X	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)	LAET NEWS	10/7/14
31.0	Normal Line / SPOT	10/10/14-10/10/14	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1					X			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/8/14

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