

# CONTRACT



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
212126 /	07980581

<u>Product</u>	
MCCOLLUM SSN 10/20	

<u>Contract Dates</u>	<u>Estimate #</u>
10/20/15 - 10/26/15	

<u>Advertiser</u>	<u>Original Date / Revision</u>
McCollum/DVA Senate	10/19/15 / 10/19/15

<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTKR-TV	Jamie Andrus	NSO Washingto

<u>Special Handling</u>

<u>Demographic</u>
Adults 35+

<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>

<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**Shorr Johnson Magnus**  
**100 N 20th St**  
**Suite 201**  
**Philadelphia, PA 19103**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	3	10/20/15	10/25/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	4	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$105.00	0.00			
N 2	3	10/26/15	10/26/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$105.00	0.00			
N 3	3	10/20/15	10/25/15	M-F 5a-6a	5:00 AM-6:00 AM		:30				NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$120.00	0.00			
N 4	3	10/26/15	10/26/15	M-F 5a-6a	5:00 AM-6:00 AM		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$120.00	0.00			
N 5	3	10/20/15	10/25/15	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	4	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$190.00	0.00			
N 6	3	10/26/15	10/26/15	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$190.00	0.00			
N 7	3	10/20/15	10/25/15	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$175.00	0.00			
N 8	3	10/26/15	10/26/15	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$175.00	0.00			
N 9	3	10/20/15	10/25/15	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$280.00	0.00			
N 10	3	10/26/15	10/26/15	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$280.00	0.00			
N 11	3	10/20/15	10/25/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$280.00	0.00			
N 12	3	10/26/15	10/26/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$280.00

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Contract / Revision</u> 212126 /	<u>Alt Order #</u> 07980581
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<u>Contract Dates</u> 10/20/15 - 10/26/15	<u>Product</u> MCCOLLUM SSN 10/20	<u>Estimate #</u>
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<u>Advertiser</u> McCollum/D/VA Senate	<u>Original Date / Revision</u> 10/19/15 / 10/19/15
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$280.00	0.00			
N 13	3	10/24/15	10/24/15	Sa 730p-8p	Sa 730-8p		:30				NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----1-				1	\$105.00	0.00			
N 14	3	10/20/15	10/25/15	M-F 730p-8p	7:30 PM-8:00 PM		:30				NM	3	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-11-1--				3	\$330.00	0.00			
N 15	3	10/26/15	10/26/15	M-F 730p-8p	7:30 PM-8:00 PM		:30				NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$330.00	0.00			
N 16	3	10/20/15	10/25/15	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$350.00	0.00			
N 17	3	10/26/15	10/26/15	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$350.00	0.00			
N 18	3	10/25/15	10/25/15	Sunday Prime Hour 1	7-8p 60min		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----1				1	\$1,400.00	0.00			
N 19	3	10/20/15	10/20/15	Tuesday Prime Hour 2	9-10p ncis-no		:30				NM	1	\$1,820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1-----				1	\$1,820.00	0.00			
N 20	3	10/25/15	10/25/15	Sunday Prime Hour 3	9-10p good wife		:30				NM	1	\$1,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----1				1	\$1,330.00	0.00			
N 21	3	10/26/15	10/26/15	Monday Prime Hour 3	10-11p ncis-la		:30				NM	1	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$1,960.00	0.00			
N 22	3	10/20/15	10/25/15	M-F 1135p-1235a	11:35 PM-12:35 XM		:30				NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	--1-1--				2	\$140.00	0.00			
N 23	3	10/26/15	10/26/15	M-F 1135p-1235a	11:35 PM-12:35 XM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$140.00	0.00			
N 24	3	10/20/15	10/25/15	M-F 11p-1135p	11:00 PM-11:35 PM		:30				NM	4	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-1111--				4	\$420.00	0.00			
N 25	3	10/25/15	10/25/15	Su 1030a-11a	10:30 AM-11:00 AM		:30				NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----1				1	\$210.00	0.00			
N 26	3	10/25/15	10/25/15	Su 9a-1030a	9:00 AM-10:30 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----1				1	\$350.00	0.00			
N 27	3	10/24/15	10/24/15	College Football Pre Gm	3-330p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----1-				1	\$375.00	0.00			
N 28	3	10/24/15	10/24/15	Saturday Prime Hour 2	9p-10p crimetime		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----S-				1	\$300.00	0.00			
N 29	3	10/20/15	10/25/15	M-F 430a-5a	430a-5a		:30				NM	2	\$30.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	--11---				2	\$15.00	0.00			
<b>Totals</b>											0.00	57	\$18,800.00

Time Period	# of Spots	Gross Amount	Net Amount
09/28/15 - 10/25/15	47	\$14,870.00	\$12,639.50
10/26/15 - 10/26/15	10	\$3,930.00	\$3,340.50
<b>Totals</b>	57	\$18,800.00	\$15,980.00

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

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