



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

WJLA-TV/DT WASHINGTON, DC

Shorr Johnson Magnus
1831 Chestnut St.
Philadelphia, PA 19103

Contract # 227137

Schedule Dates 10/29/13-11/04/13
Advertiser McAuliffe/Gov/Dem (11510)
Agency Shorr Johnson Magnus (4312)
Product Political-Political (1088)
Brand Week#1 (82861)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Dettorre, Mike
Phone/Fax /
CPE McAuliffe/VA GOV/Gen Elec Week#1
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 10/29-11/4

Date Entered 09/09/13
Last Modified 10/30/13
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,360.00
Net Total \$87,040.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Nov. 2013	47	\$102,400.00
Grand Total:	47	\$102,400.00

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	Revised Line / SPOT	10/29/13-11/01/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA			4	4	4	4						WJLA Arlington (WJLA)		9/9/13
1.1	Normal Line / SPOT	10/31/13-11/01/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA					4	4			8	\$1,500.00	\$12,000.00	WJLA Arlington (WJLA)		10/28/13
2.0	Revised Line / SPOT	10/29/13-11/01/13	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON			1	1	1	1						WJLA Arlington (WJLA)		9/9/13
2.1	Normal Line / SPOT	10/31/13-11/01/13	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON					1	1			2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/28/13
3.0	Revised Line / SPOT	10/29/13-11/01/13	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			1	1	1	1						WJLA Arlington (WJLA)		9/9/13
3.1	Normal Line / SPOT	10/31/13-11/01/13	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P					1	1			2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		10/28/13
4.0	Revised Line / SPOT	10/29/13-11/01/13	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			2	2	2	2						WJLA Arlington (WJLA)		9/9/13
4.1	Normal Line / SPOT	10/31/13-11/01/13	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P					2	2			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/28/13
5.0	Revised Line / SPOT	10/29/13-11/01/13	3	:30	7:27P- JEOPARDY			2	2	2	2						WJLA Arlington (WJLA)		9/9/13
5.1	Normal Line / SPOT	10/31/13-11/01/13	3	:30	7:27P- JEOPARDY					2	2			4	\$3,500.00	\$14,000.00	WJLA Arlington (WJLA)		10/28/13

CONFIRMATION CONTRACT

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6.0	Revised Line / SPOT	10/29/13-11/01/13	3	:30	6:58P- WHEEL OF FORTUNE			2	2	2	2						WJLA Arlington (WJLA)		9/9/13
6.1	Normal Line / SPOT	10/31/13-11/01/13	3	:30	6:58P- WHEEL OF FORTUNE					2	2			4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/28/13
7.0	Revised Line / SPOT	10/29/13-11/01/13	3	:30	20938- NEWS-ABC 7 NEWS @ 11P			1	1	1	1						WJLA Arlington (WJLA)		9/9/13
7.1	Normal Line / SPOT	10/31/13-11/01/13	3	:30	20938- NEWS-ABC 7 NEWS @ 11P					1	1			2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		10/28/13
8.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1										WJLA Arlington (WJLA)		9/9/13
8.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
9.0	Normal Line / SPOT	11/04/13-11/04/13	4	:30	49886- ABC--ABC NIGHTLINE		1							1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/9/13
10.0	Revised Line / SPOT	10/29/13-11/01/13	4	:30	49886- ABC--ABC NIGHTLINE			1	1	1	1						WJLA Arlington (WJLA)		9/9/13
10.1	Normal Line / SPOT	10/31/13-11/01/13	4	:30	49886- ABC--ABC NIGHTLINE					1	1			2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/28/13
12.0	Normal Line / SPOT	11/02/13-11/02/13	3	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/9/13

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13.0	Revised Line / SPOT	11/03/13-11/03/13	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1				WJLA Arlington (WJLA)		9/9/13
13.1	Normal Line / SPOT	11/03/13-11/03/13	3	:30	10:59P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/28/13
15.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA		4										WJLA Arlington (WJLA)		9/9/13
15.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA		4							4	\$1,500.00	\$6,000.00	WJLA Arlington (WJLA)		10/28/13
16.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1										WJLA Arlington (WJLA)		9/9/13
16.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1							1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/28/13
17.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1										WJLA Arlington (WJLA)		9/9/13
17.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1							1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		10/28/13
18.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2										WJLA Arlington (WJLA)		9/9/13

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18.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2							2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
21.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	7:57P- ABC--DANCING WITH THE STARS		2							2	\$10,000.00	\$20,000.00	WJLA Arlington (WJLA)		9/9/13
22.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	10:01P- ABC--CASTLE		1										WJLA Arlington (WJLA)		9/9/13
22.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	10:01P- ABC--CASTLE		1							1	\$9,000.00	\$9,000.00	WJLA Arlington (WJLA)		10/28/13
24.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	11:35P- ABC--JIMMY KIMMEL		1										WJLA Arlington (WJLA)		9/9/13
24.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	11:35P- ABC--JIMMY KIMMEL		1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/28/13
25.0	Revised Line / SPOT	10/29/13-11/01/13	3	:30	11:35P- ABC--JIMMY KIMMEL			1	1	1	1						WJLA Arlington (WJLA)		9/9/13
25.1	Normal Line / SPOT	10/29/13-11/01/13	3	:30	11:35P- ABC--JIMMY KIMMEL			1	1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/28/13
25.1.1	Closed Preempt	10/30/13															WJLA Arlington (WJLA)	Pre-Empt/Spot -	

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