

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 581319 /		<u>Alt Order #</u> 07910558
<u>Product</u> FALL 2012		
<u>Contract Dates</u> 10/08/12 - 10/14/12		<u>Estimate #</u> 137/490/3316
<u>Advertiser</u> National Rifle Association		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 137	<u>Product Code</u> 490
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/08/12	10/14/12	Late Night with David Letterman	1135pm-1237am		:30			NM	10	\$6,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	22222--				10	\$690.00			
2	3	10/08/12	10/14/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	10	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				10	\$220.00			
3	3	10/13/12	10/13/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$180.00			
Totals											21	\$9,280.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/13/12	21	\$9,280.00	\$7,888.00
Totals	21	\$9,280.00	\$7,888.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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