



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

WJLA-TV/DT WASHINGTON, DC

Pinpoint Media
4659 Kinsey Lane
Alexandria, VA 22311

Contract # 231705

Schedule Dates 10/30/13-11/05/13
Advertiser Obenshain for VA Atty. General (17482)
Agency Pinpoint Media (5564)
Product Political-Political (1088)
Brand Obenshain VA Atty Gen 2013 - 10-30 to 11-5 (848)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Morton, Meredith
Phone/Fax (571) 970-6621 /
CPE OBENSHAIN/2013 VA ATTY GEN/10/30 TO 11/5
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 10/28/13
Last Modified 11/01/13
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$25,530.00
Net Total \$144,670.00
Sales Tax

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Nov. 2013	89	\$170,200.00
Grand Total:	89	\$170,200.00

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	10/30/13-10/30/13	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1					1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/28/13
2.0	Normal Line / SPOT	10/31/13-11/01/13	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A					1	1			2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/28/13
3.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA				2	3	3			8	\$1,500.00	\$12,000.00	WJLA Arlington (WJLA)		10/28/13
4.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	9A- LIVE!				1	1	1			3	\$700.00	\$2,100.00	WJLA Arlington (WJLA)		10/28/13
5.0	Normal Line / SPOT	10/30/13-11/01/13	4	:30	10A- RACHAEL RAY				1	1	1			3	\$300.00	\$900.00	WJLA Arlington (WJLA)		10/28/13
6.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
7.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1	1	1			3	\$600.00	\$1,800.00	WJLA Arlington (WJLA)		10/28/13
8.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	12:57P- ABC--THE CHEW				1	1	1			3	\$600.00	\$1,800.00	WJLA Arlington (WJLA)		10/28/13
9.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	2P- ABC--GENERAL HOSPITAL				1	1	1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
10.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	5P- 5:30P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/28/13
11.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	5:30P- 6P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/28/13

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12.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$1,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/28/13
13.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	6:58P- WHEEL OF FORTUNE				1	1	1			3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		10/28/13
14.0	Normal Line / SPOT	10/30/13-10/30/13	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1					1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
15.0	Normal Line / SPOT	10/31/13-10/31/13	3	:30	10:59P- NEWS-ABC 7 NEWS @ 11P					1				1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
16.0	Normal Line / SPOT	11/01/13-11/01/13	3	:30	10:59P- NEWS-ABC 7 NEWS @ 11P						1			1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
17.0	Normal Line / SPOT	10/30/13-10/31/13	3	:30	11:35P- ABC--JIMMY KIMMEL				1	1				2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/28/13
18.0	Normal Line / SPOT	10/31/13-10/31/13	3	:30	10P- ABC--SCANDAL					1				1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/28/13
19.0	Normal Line / SPOT	11/01/13-11/01/13	3	:30	7:57P- ABC--LAST MAN STANDING/THE NEIGHBORS						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/28/13
20.0	Normal Line / SPOT	11/01/13-11/01/13	4	:30	9P- ABC--SHARK TANK						1				\$3,000.00		WJLA Arlington (WJLA)		10/28/13
20.0.1	Closed Preempt	11/01/13															WJLA Arlington (WJLA)	No Avail/Exception -	

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21.0	Normal Line / SPOT	11/03/13-11/03/13	3	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								1	1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/28/13
22.0	Normal Line / SPOT	11/03/13-11/03/13	3	:30	5:58P- ABC--ABC WORLD NEWS TONIGHT								1	1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/28/13
23.0	Normal Line / SPOT	11/03/13-11/03/13	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/28/13
24.0	Normal Line / SPOT	11/03/13-11/03/13	3	:30	8P- ABC--ONCE UPON A TIME								1	1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/28/13
25.0	Normal Line / SPOT	11/03/13-11/03/13	4	:30	9P- ABC--REVENGE								1		\$5,000.00		WJLA Arlington (WJLA)		10/28/13
25.0.1	Closed Preempt	11/03/13															WJLA Arlington (WJLA)	No Avail/Spot -	
26.0	Revised Line / SPOT	11/03/13-11/03/13	3	:30	10:59P- NEWS-ABC 7 NEWS @ 11P								1				WJLA Arlington (WJLA)		10/28/13
26.1	Normal Line / SPOT	11/03/13-11/03/13	3	:30	6:58P- ABC--AMERICA'S FUNNIEST HOME VIDEOS								1	1	\$3,400.00	\$3,400.00	WJLA Arlington (WJLA)		11/1/13
27.0	Normal Line / SPOT	11/04/13-11/05/13	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/28/13
28.0	Normal Line / SPOT	11/04/13-11/05/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA		3	3						6	\$1,500.00	\$9,000.00	WJLA Arlington (WJLA)		10/28/13

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29.0	Normal Line / SPOT	11/04/13-11/05/13	3	:30	9A- LIVE!		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/28/13
30.0	Normal Line / SPOT	11/04/13-11/05/13	4	:30	10A- RACHAEL RAY		1	1						2	\$300.00	\$600.00	WJLA Arlington (WJLA)		10/28/13
31.0	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
32.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	6:58P- WHEEL OF FORTUNE		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/28/13
33.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	7:27P- JEOPARDY		1							1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		10/28/13
34.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	10:59P- NEWS-ABC 7 NEWS @ 11P		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/28/13
35.0	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
36.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	7:57P- ABC--DANCING WITH THE STARS		1							1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/28/13
37.0	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
38.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	5P- 5:30P (EST)		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/28/13
39.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	5:30P- 6P (EST)		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/28/13
40.0	Normal Line / COLLEGE FOOTBALL	11/02/13-11/02/13	3	:30	12:30P- 3:30P (EST)							1		1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		10/28/13

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41.0	Normal Line / COLLEGE FOOTBALL	11/02/13-11/02/13	3	:30	3:30P- 7P (EST)							1		1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		10/28/13
42.0	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)		10/28/13
43.0	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
44.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1							1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/28/13
45.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	12:57P- ABC--THE CHEW		1							1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/28/13
46.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	2P- ABC--GENERAL HOSPITAL		1							1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/28/13
47.0	Normal Line / SPOT	10/30/13-11/01/13	3	:30	7:27P- JEOPARDY				1	1	1			3	\$3,500.00	\$10,500.00	WJLA Arlington (WJLA)		10/28/13
48.0	Normal Line / SPOT	10/30/13-10/30/13	3	:30	10P- ABC--NASHVILLE				1					1	\$6,400.00	\$6,400.00	WJLA Arlington (WJLA)		10/28/13
49.0	M/G For 20.0.1 / COLLEGE FOOTBALL	11/02/13-11/02/13	4	:30	7:57P- SPORTS--ABC SATURDAY NIGHT FOOTBALL SHOWCASE							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		11/1/13
50.0	M/G For 25.0.1 / SPOT	11/03/13-11/03/13	3	:30	10:59P- NEWS-ABC 7 NEWS @ 11P								2	2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		11/1/13

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51.0	Normal Line / SPOT	11/03/13-11/03/13	3	:30	12:05A- EXTRA WEEKEND								1	1	\$400.00	\$400.00	WJLA Arlington (WJLA)		11/1/13

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