



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 # 265454

Schedule Dates 10/01/14-10/07/14
Advertiser Hogan-Rutherford Committee.... (18602)
Agency/T-Code Mentzer Media (1290)/ELECTRONIC
Product Political-Political (1088)
Brand 1403 - Hogan Rutherford 10/1-10/7 PHOGA (9640)
Salesperson Brody, Erin (1723)
Sales Office WJLA - Core Team
Buyer Name
Phone/Fax /
CPE 1403 - October
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments \$53,750
 est 1403 - 10/1 - 10/7

Date Entered 09/29/14
Last Modified 10/02/14
Entered By Elizabeth Wickett
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,062.50
Net Total \$45,687.50
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2014	48	\$53,750.00
Grand Total:	48	\$53,750.00

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	10/01/14-10/03/14	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1		1			2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)	GMW - must run wed & Fri only	9/29/14
2.0	Normal Line / SPOT	10/06/14-10/06/14	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1	X							1	\$900.00	\$900.00	WJLA Arlington (WJLA)	GMW	9/29/14
3.0	Normal Line / SPOT	10/01/14-10/03/14	3	:30	6:58A- ABC--GOOD MORNING AMERICA				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)	GMA - Run 1x per day!	9/29/14
4.0	Normal Line / SPOT	10/06/14-10/07/14	3	:30	6:58A- ABC--GOOD MORNING AMERICA		1	1						2	\$1,100.00	\$2,200.00	WJLA Arlington (WJLA)	GMA - Must Run 1x per day	9/29/14
5.0	Normal Line / SPOT	10/01/14-10/03/14	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$500.00	\$1,500.00	WJLA Arlington (WJLA)	12p news - 1 x per day!	9/29/14
6.0	Normal Line / SPOT	10/06/14-10/07/14	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	2	X	X						2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)	12p news - 1 x per day!	9/29/14
7.0	Revised Line / SPOT	10/01/14-10/03/14	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	2	1						WJLA Arlington (WJLA)	5p news -	9/29/14
7.1	Normal Line / SPOT	10/01/14-10/03/14	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$500.00	\$1,500.00	WJLA Arlington (WJLA)	5p news -	9/30/14
8.0	Revised Line / SPOT	10/06/14-10/07/14	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2	2									WJLA Arlington (WJLA)	5p news - 2x per day	9/29/14

CONFIRMATION CONTRACT

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9.0	Normal Line / SPOT	10/01/14-10/03/14	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$750.00	\$2,250.00	WJLA Arlington (WJLA)	6p news - 1x per day	9/29/14
10.0	Normal Line / SPOT	10/06/14-10/07/14	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)	6p news - 1x per day	9/29/14
11.0	Normal Line / SPOT	10/01/14-10/03/14	3	:30	6:58P- WHEEL OF FORTUNE				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)	Wheel - 1 x per day	9/29/14
12.0	Normal Line / SPOT	10/06/14-10/07/14	4	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)	Wheel - 1x per day.	9/29/14
13.0	Normal Line / SPOT	10/01/14-10/03/14	3	:30	7:27P- JEOPARDY				1	1	1			3	\$3,200.00	\$9,600.00	WJLA Arlington (WJLA)	Jeop 1x per day -	9/30/14
14.0	Normal Line / SPOT	10/06/14-10/07/14	3	:30	7:27P- JEOPARDY		1	1						2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)	Jeopardy - 1x per day	9/30/14
15.0	Normal Line / SPOT	10/01/14-10/03/14	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1	1			3	\$1,300.00	\$3,900.00	WJLA Arlington (WJLA)	Late NEws - 1x per day	9/30/14
16.0	Normal Line / SPOT	10/06/14-10/07/14	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	2	X	X						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)	1x per day - Late news	9/30/14
17.0	Normal Line / SPOT	10/04/14-10/04/14	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT	1						X		1	\$600.00	\$600.00	WJLA Arlington (WJLA)	Sat GMA	9/30/14
18.0	Normal Line / SPOT	10/04/14-10/04/14	3	:30	7P- TIM BRANT SPECIAL	1						X		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)	Tim BRant Special	9/30/14

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19.0	Normal Line / SPOT	10/05/14-10/05/14	3	:30	7:58A- ABC--GOOD MORNING AMERICA SUN	1							X	1	\$600.00	\$600.00	WJLA Arlington (WJLA)	GMA SUN	9/30/14
20.0	Normal Line / SPOT	10/05/14-10/05/14	3	:30	6P- 7P (EST)	1							X	1	\$800.00	\$800.00	WJLA Arlington (WJLA)	Sun 6-7p	9/30/14
21.0	Normal Line / SPOT	10/05/14-10/05/14	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1							X	1	\$800.00	\$800.00	WJLA Arlington (WJLA)	Sun Late news	9/30/14
22.0	Normal Line / COLLEGE FOOTBALL	10/04/14-10/04/14	9	:30	11:58A- SPORTS--ABC COLLEGE FOOTBALL DOUBLEHEADER	2						X		2	\$0.00	\$0.00	WJLA Arlington (WJLA)	Rebate LUR issue: est #'s 1158, 1277. value \$1000 each	10/2/14
23.0	Normal Line / SPOT	10/03/14-10/03/14	9	:30	10:01P- ABC--20/20	1					X			1	\$0.00	\$0.00	WJLA Arlington (WJLA)	rebate LUR issue - 9/15-9/28 value \$4500	10/2/14
24.0	Normal Line / SPOT	10/03/14-10/03/14	9	:30	7:57P- ABC--LAST MAN STANDING	1					X			1	\$0.00	\$0.00	WJLA Arlington (WJLA)	Rebate LUR issue - 9/9-9/28 value \$1800	10/2/14
25.0	Normal Line / SPOT	10/03/14-10/03/14	9	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1					X			1	\$0.00	\$0.00	WJLA Arlington (WJLA)	rebate LUR issue - 9/15-9/28 value \$200	10/2/14

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