

CONTRACT



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

www.wtkr.com

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 566084 /		<u>Alt Order #</u> 07894253
<u>Product</u> OBAMA/P/D SKED A		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u> //1537
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 10/04/12 / 10/04/12
<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> 8020	<u>Advertiser Code</u>	<u>Product Code</u>
<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
E 1	3	10/09/12	10/12/12	Let's Make A Deal 9am	9-10am		:30			NM	4	\$1,880.00
		<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	-TWTF--				4	\$470.00			
E 2	3	10/15/12	10/15/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$470.00			
D 3	3	10/15/12	10/15/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 4	3	10/09/12	10/12/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
5	3	10/09/12	10/12/12	NewsChannel 3 News	12n-1230pm		:30			NM	4	\$840.00
		<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	-TWTF--				4	\$210.00			
6	3	10/15/12	10/15/12	NewsChannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$210.00			
7	3	10/15/12	10/15/12	CBS Daytime	1228-3pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$210.00			
8	3	10/09/12	10/12/12	CBS Daytime	1228-3pm		:30			NM	4	\$840.00
		<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	-TWTF--				4	\$210.00			
E 9	3	10/09/12	10/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	8	\$2,160.00
		<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	-TWTF--				8	\$270.00			
E 10	3	10/15/12	10/15/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				2	\$270.00			
11	3	10/15/12	10/15/12	NewsChannel 3 News	5-6am		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				2	\$165.00			
12	3	10/09/12	10/12/12	NewsChannel 3 News	5-6am		:30			NM	8	\$1,320.00
		<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	-TWTF--				8	\$165.00			

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566084 /	07894253

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	OBAMA/P/D SKED A	//1537

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
13	3	10/09/12	10/12/12	Newschannel 3 News	6-7am		:30			NM	8	\$1,760.00
		<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	-TWTF--				8	\$220.00			
14	3	10/15/12	10/15/12	Newschannel 3 News	6-7am		:30			NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				2	\$220.00			
15	3	10/15/12	10/15/12	CBS This Morning	7-9a		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				2	\$140.00			
E 16	3	10/09/12	10/12/12	CBS This Morning	7-9a		:30			NM	8	\$1,120.00
		<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	-TWTF--				8	\$140.00			
17	3	10/13/12	10/13/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<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	\$70.00			
D 18	3	10/14/12	10/14/12	CBS Sunday Morning	9-1030am		:30			NM	0	\$0.00
E 19	3	10/14/12	10/14/12	Face the Nation	1030-11am		:30			NM	1	\$1,360.00
		<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	\$1,360.00			
E 20	3	10/09/12	10/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	7	\$2,205.00
		<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	-TWTF--				7	\$315.00			
E 21	3	10/15/12	10/15/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$315.00			
E 22	3	10/15/12	10/15/12	Newschannel 3 News	5-530pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$400.00			
E 23	3	10/09/12	10/12/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,600.00
		<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	-TWTF--				4	\$400.00			
E 24	3	10/09/12	10/12/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,880.00
		<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	-TWTF--				4	\$470.00			
E 25	3	10/15/12	10/15/12	Newschannel 3 News	530-6pm		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$470.00			
E 26	3	10/15/12	10/15/12	Newschannel 3 News	6-630pm		:30			NM	1	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$590.00			
E 27	3	10/09/12	10/12/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,360.00
		<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	-TWTF--				4	\$590.00			
28	3	10/09/12	10/12/12	Late Night with David Letterm	1135pm-1237am		:30			NM	4	\$660.00
		<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	-TWTF--				4	\$165.00			
29	3	10/15/12	10/15/12	Late Night with David Letterm	1135pm-1237am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$165.00			
E 30	3	10/15/12	10/15/12	Late News (M-F)	11-1135p		:30			NM	1	\$755.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$755.00			
E 31	3	10/09/12	10/12/12	Late News (M-F)	11-1135p		:30			NM	4	\$3,020.00
		<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	-TWTF--				4	\$755.00			
32	3	10/13/12	10/14/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$590.00
		<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	-----SS				2	\$295.00			
E 33	3	10/09/12	10/12/12	7-730pm	7-730pm		:30			NM	4	\$4,660.00
		<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	-TWTF--				4	\$1,165.00			
E 34	3	10/15/12	10/15/12	7-730pm	7-730pm		:30			NM	1	\$1,165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,165.00			
D 35	3	10/15/12	10/15/12	M-F 730-8pm	730p-8pm		:30			NM	0	\$0.00
E 36	3	10/09/12	10/12/12	M-F 730-8pm	730p-8pm		:30			NM	4	\$4,660.00
		<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	-TWTF--				4	\$1,165.00			
37	3	10/13/12	10/13/12	730-8pm	730-8pm		:30			NM	1	\$70.00
		<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	\$70.00			
E 38	3	10/10/12	10/10/12	Wednesday Prime	10-11pm		:30			NM	1	\$3,710.00
		<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	--W----				1	\$3,710.00			
39	3	10/13/12	10/13/12	Saturday Prime	10-11pm		:30			NM	1	\$455.00
		<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	\$455.00			
E 40	3	10/14/12	10/14/12	Sunday Prime	7-8pm		:30			NM	1	\$4,410.00
		<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	\$4,410.00			
E 41	3	10/13/12	10/13/12	NCAA Football	Various		:30			NM	4	\$2,500.00
		<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-				4	\$625.00			
E 42	3	10/14/12	10/14/12	NFL Football (Early)	1-4p		:30			NM	2	\$4,750.00
		<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				2	\$2,375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/08/12-10/14/12	NFL Football (Early)	1-4p	-----Su	:30		\$2,375.00	NM		
	See MG 42.3,42.4											
	2	3	10/08/12-10/14/12	NFL Football (Early)	1-4p	-----Su	:30		\$2,375.00	NM		
	See MG 42.3,42.4											
	3	3	10/08/12-10/14/12	NFL Football	4-8pm	-----SaSu	:30		\$2,375.00	NM		
	Ⓜ MG for 42.1,42.2											
	4	3	10/08/12-10/14/12	NFL Football	4-8pm	-----SaSu	:30		\$2,375.00	NM		
	Ⓜ MG for 42.1,42.2											
43	3	10/15/12	10/15/12	Price Is Right	11am-12n		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$565.00			
44	3	10/09/12	10/12/12	Price Is Right	11am-12n		:30			NM	4	\$2,260.00
		<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	-TWTF--				4	\$565.00			

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Obama/D/President	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 45	3	10/14/12	10/14/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<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	\$470.00			
V 46	3	10/15/12	10/15/12	The Insider	730p-8pm		:30			NM	1	\$1,165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,165.00			
Totals											118	\$59,680.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	118	\$59,680.00	\$50,728.00
Totals	118	\$59,680.00	\$50,728.00

Signature: _____ **Date:** _____

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