

CONTRACT



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

www.wtkr.com

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 544284 /		<u>Alt Order #</u> 07872451
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> //1139
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<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> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<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
1	3	10/23/12	10/26/12	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:		10/22/12	10/28/12	-TWTF--				2	\$165.00			
2	3	10/23/12	10/26/12	Newschannel 3 News	6-7am		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$220.00			
3	3	10/23/12	10/26/12	CBS This Morning	7-9a		:30			NM	7	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				7	\$140.00			
E 4	3	10/29/12	10/29/12	CBS This Morning	7-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				2	\$140.00			
	<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	10/29/12-11/04/12	CBS This Morning	7-9a	M-----	:30		\$140.00	NM		
			Credited									
	2	3	10/29/12-11/04/12	CBS This Morning	7-9a	M-----	:30		\$140.00	NM		
			Credited									
5	3	10/27/12	10/27/12	Early Show Saturday	9-11am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$150.00			
6	3	10/28/12	10/28/12	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:		10/22/12	10/28/12	-----S				1	\$470.00			
7	3	10/28/12	10/28/12	Face the Nation	1030-11am		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$565.00			
D 8	3	10/23/12	10/26/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 9	3	10/23/12	10/26/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 10	3	10/29/12	10/29/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 11	3	10/23/12	10/26/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
12	3	10/23/12	10/26/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				5	\$270.00			

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

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<u>Contract / Revision</u>		<u>Alt Order #</u>
544284 /		07872451
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	DSCC	//1139
<u>Advertiser</u>		<u>Original Date / Revision</u>
Democratic Senatorial Ca		10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
13	3	10/23/12	10/26/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$1,575.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-TWTF--				5	\$315.00				
14	3	10/23/12	10/26/12	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:		10/22/12	10/28/12	-TWTF--				4	\$400.00				
15	3	10/29/12	10/29/12	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:		10/29/12	11/04/12	M-----				1	\$400.00				
E 16	3	10/23/12	10/26/12	Newschannel 3 News	530-6pm		:30			NM	3	\$1,410.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-TWTF--				4	\$470.00				
		<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>			
		2	3	10/22/12-10/28/12	Newschannel 3 News	530-6pm	-TuWThF----	:30	\$470.00	NM			
Credited													
17	3	10/29/12	10/29/12	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:		10/29/12	11/04/12	M-----				1	\$470.00				
18	3	10/23/12	10/26/12	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:		10/22/12	10/28/12	-TWTF--				4	\$590.00				
19	3	10/29/12	10/29/12	Newschannel 3 News	6-630pm		:30			NM	1	\$490.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	M-----				1	\$490.00				
20	3	10/23/12	10/26/12	7-730pm	7-730pm		:30			NM	4	\$1,940.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-TWTF--				4	\$485.00				
21	3	10/29/12	10/29/12	7-730pm	7-730pm		:30			NM	1	\$485.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	M-----				1	\$485.00				
E 22	3	10/23/12	10/26/12	M-F 730-8pm	730p-8pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-TWTF--				3	\$485.00				
		<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>			
		2	3	10/22/12-10/28/12	M-F 730-8pm	730p-8pm	-TuWThF----	:30	\$485.00	NM			
Credited													
		3	3	10/22/12-10/28/12	M-F 730-8pm	730p-8pm	-TuWThF----	:30	\$485.00	NM			
Credited													
		4	3	10/22/12-10/28/12	M-F 730-8pm	730p-8pm	-TuWThF----	:30	\$485.00	NM			
Credited													
23	3	10/29/12	10/29/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$485.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	M-----				1	\$485.00				
24	3	10/27/12	10/27/12	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:		10/22/12	10/28/12	-----S-				1	\$70.00				
25	3	10/29/12	10/29/12	Monday Prime	9-10pm		:30			NM	1	\$1,680.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	M-----				1	\$1,680.00				
D 26	3	10/23/12	10/23/12	NCIS	8-9pm		:30			NM	0	\$0.00	

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Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
27	3	10/24/12	10/24/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,765.00			
28	3	10/28/12	10/28/12	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:		10/22/12	10/28/12	-----S				1	\$4,410.00			
29	3	10/23/12	10/26/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$755.00			
30	3	10/29/12	10/29/12	Late News (M-F)	11-1135p		:30			NM	1	\$715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$715.00			
31	3	10/27/12	10/27/12	Weekend Various	12n-3p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$625.00			
32	3	10/27/12	10/27/12	NCAA Football	330-7p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$625.00			
33	3	10/29/12	10/29/12	Local Specials	Various		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				2	\$140.00			
Totals											58	\$28,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	49	\$23,370.00	\$19,864.50
10/29/12 - 10/29/12	9	\$5,005.00	\$4,254.25
Totals	58	\$28,375.00	\$24,118.75

Signature: _____ **Date:** _____

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