

# CONTRACT



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

www.wtkr.com

<u>Contract / Revision</u> 544285 /		<u>Alt Order #</u> 07872465
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<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>

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
1	3	10/30/12	11/02/12	NewsChannel 3 News	5-6am		:30			NM	5	\$825.00
		<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	-TWTF--				5	\$165.00			
2	3	10/30/12	11/02/12	Newschannel 3 News	6-7am		:30			NM	5	\$1,100.00
		<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	-TWTF--				5	\$220.00			
3	3	10/30/12	11/02/12	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:		10/29/12	11/04/12	-TWTF--				8	\$140.00			
4	3	11/05/12	11/05/12	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:		11/05/12	11/11/12	M-----				2	\$140.00			
5	3	11/03/12	11/03/12	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:		10/29/12	11/04/12	-----S-				1	\$70.00			
6	3	11/04/12	11/04/12	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:		10/29/12	11/04/12	-----S				1	\$470.00			
7	3	11/04/12	11/04/12	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:		10/29/12	11/04/12	-----S				1	\$565.00			
D 8	3	10/30/12	11/02/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 9	3	10/30/12	11/02/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 10	3	11/05/12	11/05/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 11	3	10/30/12	11/02/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
12	3	10/30/12	11/02/12	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:		10/29/12	11/04/12	-TWTF--				5	\$270.00			
13	3	10/30/12	11/02/12	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:		10/29/12	11/04/12	-TWTF--				5	\$315.00			
14	3	10/30/12	11/02/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,600.00

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

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544285 /	07872465

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	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
		<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	-TWTF--				4	\$400.00			
15	3	11/05/12	11/05/12	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:		11/05/12	11/11/12	M-----				1	\$400.00			
E 16	3	10/30/12	11/02/12	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	-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>		
1	3	10/29/12-11/04/12		Newschannel 3 News	530-6pm	-TuWThF----	:30		<del>\$470.00</del>	NM		
Credited												
3	3	10/29/12-11/04/12		Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM		
Credited												
4	3	10/29/12-11/04/12		Newschannel 3 News	530-6pm	-TuWThF----	:30		<del>\$470.00</del>	NM		
Credited												
E 17	3	11/05/12	11/05/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$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>		
1	3	11/05/12-11/11/12		Newschannel 3 News	530-6pm	M-----	:30		<del>\$470.00</del>	NM		
Credited												
18	3	10/30/12	11/02/12	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:		10/29/12	11/04/12	-TWTF--				4	\$590.00			
19	3	11/05/12	11/05/12	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:		11/05/12	11/11/12	M-----				1	\$590.00			
20	3	10/30/12	11/02/12	7-730pm	7-730pm		:30			NM	3	\$3,495.00
		<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	-TWTF--				3	\$1,165.00			
21	3	11/05/12	11/05/12	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:		11/05/12	11/11/12	M-----				1	\$1,165.00			
22	3	10/30/12	11/02/12	The Insider	730p-8pm		:30			NM	3	\$3,495.00
		<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	-TWTF--				3	\$1,165.00			
23	3	11/05/12	11/05/12	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:		11/05/12	11/11/12	M-----				1	\$1,165.00			
24	3	11/03/12	11/03/12	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:		10/29/12	11/04/12	-----S-				1	\$70.00			
D 25	3	11/05/12	11/05/12	Monday Prime	9-10pm		:30			NM	0	\$0.00
26	3	10/30/12	10/30/12	NCIS	8-9pm		:30			NM	1	\$4,660.00
		<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	-T-----				1	\$4,660.00			
E 27	3	10/31/12	10/31/12	Wednesday Prime	10-11pm		: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	--W----				1	\$1,765.00			
<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		Wednesday Prime	10-11pm	---W-----	:30		<del>\$1,765.00</del>	NM		
Credited												

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
D 28	3	11/04/12	11/04/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00
29	3	10/30/12	11/02/12	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:		10/29/12	11/04/12	-TWTF--				4	\$755.00			
30	3	11/05/12	11/05/12	Late News (M-F)	11-1135p		:30			NM	1	\$755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$755.00			
D 31	3	11/03/12	11/03/12	NCAA Football	12n-3p		:30			NM	0	\$0.00
32	3	11/03/12	11/03/12	NCAA Football	330-7p		:30			NM	2	\$1,250.00
		<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	-----S-				2	\$625.00			
33	3	11/04/12	11/04/12	NFL Football (Early)	1-5p		:30			NM	1	\$2,375.00
		<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	-----S				1	\$2,375.00			
D 34	3	11/04/12	11/04/12	NFL Football	4-8pm		:30			NM	0	\$0.00
35	3	11/05/12	11/05/12	Monday Prime	8-9pm		: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:		11/05/12	11/11/12	M-----				1	\$1,680.00			
36	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	2	\$1,250.00
		<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	-----S-				2	\$625.00			
N 37	3	11/05/12	11/05/12	Monday Prime	8-9pm		:30			NM	1	\$3,530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,530.00			
N 38	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$1,935.00
		<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	-----S-				1	\$1,935.00			
<b>Totals</b>											<b>67</b>	<b>\$42,620.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	67	\$42,620.00	\$36,227.00
<b>Totals</b>	<b>67</b>	<b>\$42,620.00</b>	<b>\$36,227.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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