



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

WJLA-TV/DT WASHINGTON, DC

Shorr Johnson Magnus
1831 Chestnut St.
Philadelphia, PA 19103

Contract # 225380

Schedule Dates 08/15/13-08/19/13
Advertiser McAuliffe/Gov/Dem (11510)
Agency Shorr Johnson Magnus (4312)
Product Political-Political (1088)
Brand Week #12 -ADD (82422)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Dettorre, Mike
Phone/Fax /
CPE McAuliffe/VA GOV/Week #12 - ADD
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 8/15-8/19

Date Entered 08/14/13
Last Modified 08/14/13
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,066.25
Net Total \$28,708.75
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month Spots Rate
Aug. 2013 43 \$33,775.00
Grand Total: 43 \$33,775.00

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	08/15/13-08/16/13	4	:30	6:59A- ABC-GOOD MORNING AMERICA					2	2			4	\$900.00	\$3,600.00	WJLA Arlington (WJLA)		8/14/13
2.0	Normal Line / SPOT	08/15/13-08/15/13	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A					1				1	\$550.00	\$550.00	WJLA Arlington (WJLA)		8/14/13
3.0	Normal Line / SPOT	08/16/13-08/16/13	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A						1			1	\$550.00	\$550.00	WJLA Arlington (WJLA)		8/14/13
4.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	9A- LIVE!					1	1			2	\$450.00	\$900.00	WJLA Arlington (WJLA)		8/14/13
5.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	10:58A- ABC-THE VIEW					1	1			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/14/13
6.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	12:57P- ABC-THE CHEW					1	1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)		8/14/13
7.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	10A- RACHAEL RAY					1	1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)		8/14/13
8.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	3:58P- KATIE COURIC					1	1			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/14/13
9.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P					1	1			2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/14/13
10.0	Normal Line / SPOT	08/16/13-08/16/13	4	:30	7:22P- JEOPARDY							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		8/14/13
11.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	11:35P- ABC-JIMMY KIMMEL					1	1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/14/13

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Phone/Fax /
CPE McAuliffe/VA GOV/Week #12 - ADD
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 8/15-8/19

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Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Aug. 2013
Spots 43
Rate \$33,775.00
Grand Total: 43 \$33,775.00

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
12.0	Normal Line / SPOT	08/16/13-08/16/13	4	:30	12:37A- ABC-ABC NIGHTLINE					1				1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/14/13
13.0	Normal Line / SPOT	08/15/13-08/15/13	4	:30	12:37A- ABC-ABC NIGHTLINE					1				1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/14/13
14.0	Normal Line / SPOT	08/17/13-08/17/13	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		8/14/13
15.0	Normal Line / SPOT	08/18/13-08/18/13	4	:30	7A- ON THE MONEY							1		1	\$75.00	\$75.00	WJLA Arlington (WJLA)		8/14/13
16.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	6:59A- ABC-GOOD MORNING AMERICA		2							2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		8/14/13
17.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1							1	\$550.00	\$550.00	WJLA Arlington (WJLA)		8/14/13
18.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	9A- LIVE!		1							1	\$450.00	\$450.00	WJLA Arlington (WJLA)		8/14/13
19.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	10:58A- ABC-THE VIEW		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/14/13
20.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	12:57P- ABC-THE CHEW		1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		8/14/13
21.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	10A- RACHAEL RAY		1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		8/14/13
22.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	3:58P- KATIE COURIC		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/14/13

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Package Deal
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Commission \$5,066.25
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Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2013	43	\$33,775.00
Grand Total:	43	\$33,775.00

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
23.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2							2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/14/13
24.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		8/14/13
25.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	7:27P- JEOPARDY		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		8/14/13
26.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	11:35P- ABC-JIMMY KIMMEL		1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/14/13
27.0	Normal Line / SPOT	08/19/13-08/19/13	4	:30	12:37A- ABC-ABC NIGHTLINE		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/14/13
28.0	Normal Line / SPOT	08/15/13-08/16/13	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P					2	2			4	\$800.00	\$3,200.00	WJLA Arlington (WJLA)		8/14/13

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Date:

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Comments:

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✓ 8/14 225 380

Client: Terry McAuliffe
 Terry McAuliffe For Governor
 PO BOX 13881
 Arlington, VA 22219
 Ph# 703-822-7604
 Contact: Nancy Rodrigues, Treas.

Station Estimate

Shorr Johnson Magnus
 1831 Chestnut Street
 Philadelphia, PA 19103
 Ph# 215-567-4080
 Fx# 215-567-2106

Rev #.:

Flight From: 08/13/2013 to 08/19/2013

Station: WJLA

Product: General Election
 Campaign: Week #12 ADD
 Estimate No.:

Buyer Name: Michael D'Ettorre

WS Order No.:

Market: WASHINGTON, DC (HAGRSTWN)
 Station: WJLA

Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Aug 13	Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	Total Spots
MTWRF-- 07:00A-09:00A	EM 30	GMA	\$900.00 \$5,400.00	.	.	✓ 2	✓ 2	.	.	✓ 2	6
MTWRF-- 06:00A-07:00A	EM 30	GOOD MORN WASH	\$550.00 \$1,650.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 09:00A-10:00A	DT 30	KELLY & MICHAEL	\$450.00 \$1,350.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 11:00A-12:00P	DT 30	VIEW	\$500.00 \$1,500.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 01:00P-02:00P	DT 30	THE CHEW	\$400.00 \$1,200.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 10:00A-11:00A	DT 30	RACHEL RAY	\$400.00 \$1,200.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 04:00P-05:00P	EF 30	KATIE	\$500.00 \$1,500.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 05:00P-06:00P	EN 30	NEWS	\$800.00 \$4,800.00	.	.	✓ 2	✓ 2	.	.	✓ 2	6
MTWRF-- 06:00P-06:30P	EN 30	NEWS	\$1,200.00 \$3,600.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 07:30P-08:00P	PA 30	JEOPARDY	\$2,400.00 \$4,800.00	.	.	✓ 1	✓ 1	.	.	✓ 1	2
MTWRF-- 11:30P-12:30A	LF 30	KIMMEL	\$1,000.00 \$3,000.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRF-- 12:30A-01:00A	LF 30	NIGHTLINE	\$500.00 \$1,500.00	.	.	✓ 1	✓ 1	.	.	✓ 1	3
MTWRFSSu 11:00P-11:30P	LF 30	NEWS	\$2,200.00 \$2,200.00	✓ 1	.	.	1
-----Su 07:00A-07:30A	WE 30	ON THE MONEY	\$75.00 \$75.00	✓ 1	.	1
						14	13	1	1	14	43
				\$33,775.00	.	.					

Advertiser: Terry McAuliffe
Campaign: Week #12 ADD

Station Estimate
WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

Comments

By: _____