



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

www.wtkr.com

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
566143 /	07894328

<u>Product</u>	
AMER 4 PROSPERITY	
<u>Contract Dates</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	//305
<u>Advertiser</u>	
Americans For Prosperity	
<u>Original Date / Revision</u>	
08/14/12 / 08/14/12	

And:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTKR	Jamie Andrus	Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
1021		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
E 1	3	08/28/12	09/02/12	Newschannel 3 News	6-7am		:30			NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$365.00			
2	3	08/28/12	09/02/12	CBS This Morning	7-9a		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-1-1---				2	\$280.00			
E 3	3	08/28/12	09/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$280.00			
E 4	3	08/28/12	09/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$505.00			
E 5	3	08/28/12	09/02/12	Late News (M-F)	11-1135p		:30			NM	4	\$3,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$760.00			
6	3	08/28/12	08/28/12	Tuesday Prime	9-10pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$1,785.00			
7	3	08/29/12	08/29/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,925.00			
8	3	08/29/12	08/29/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,375.00			
9	3	08/30/12	08/30/12	Thursday Prime	10-11pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,785.00			
10	3	08/31/12	08/31/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				1	\$1,375.00			
11	3	09/01/12	09/01/12	Saturday Prime	9-10pm		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$555.00			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	AMER 4 PROSPERITY	//305

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans For Prosperity	08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
12	3	09/01/12	09/01/12	Saturday Prime	10-11pm		:30			NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$830.00			
13	3	09/02/12	09/02/12	Face the Nation	1030-11am		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$555.00			
14	3	09/02/12	09/02/12	Sunday Prime	7-8pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,785.00			
D 15	3	09/02/12	09/02/12	Sunday Prime	9-10pm		:30			NM	0	\$0.00
16	3	09/02/12	09/02/12	Sunday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,375.00			
17	3	09/03/12	09/03/12	CBS This Morning	7-9a		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$280.00			
18	3	09/03/12	09/03/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$280.00			
19	3	09/03/12	09/03/12	Newschannel 3 News	6-630pm		:30			NM	1	\$505.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$505.00			
20	3	09/03/12	09/03/12	Late News (M-F)	11-1135p		:30			NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$760.00			
N 21	3	09/01/12	09/02/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----SS				2	\$515.00			
N 22	3	08/28/12	08/31/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$435.00			
N 23	3	09/03/12	09/03/12	Newschannel 3 News	530-6pm		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$435.00			
V 24	3	09/03/12	09/03/12	Newschannel 3 News	6-7am		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$365.00			
<b>Totals</b>											<b>40</b>	<b>\$26,940.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	40	\$26,940.00	\$22,899.00
<b>Totals</b>	<b>40</b>	<b>\$26,940.00</b>	<b>\$22,899.00</b>

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

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