



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

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 2237151

Schedule Dates 09/15/15-09/21/15
Advertiser National Association of Manufacturers (37359)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand Est 2335 NAM 9/15-9/21 (759505)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name RUMBLEY,CHRIS
Phone/Fax /
CPE Est 2335 NAM WJLA
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments Est 2335 NAM 9/15-9/21
 WJLA

Date Entered 09/11/15
Last Modified 09/11/15
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$34,695.00
Net Total \$196,605.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2015	120	\$231,300.00
Grand Total:	120	\$231,300.00

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	09/21/15-09/21/15	4	:30	5A- News-Good Morning Washington at 5a		1							1	\$375.00	\$375.00	Washington (WJLA)		9/11/15
2.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	6A- News-Good Morning Washington at 6a		1							1	\$600.00	\$600.00	Washington (WJLA)		9/11/15
3.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	6A- News-Good Morning Washington at 6a			1	1	1	1			4	\$600.00	\$2,400.00	Washington (WJLA)		9/11/15
4.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	7A- ABC-Good Morning America			2	1	2	1			6	\$1,100.00	\$6,600.00	Washington (WJLA)		9/11/15
5.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	7A- ABC-Good Morning America		1							1	\$1,100.00	\$1,100.00	Washington (WJLA)		9/11/15
6.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	4:35A- News-Good Morning Washington at 430a		1							1	\$300.00	\$300.00	Washington (WJLA)		9/11/15
7.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	4:35A- News-Good Morning Washington at 430a			1	1	1	1			4	\$300.00	\$1,200.00	Washington (WJLA)		9/11/15
8.0	Normal Line / SPOT	09/19/15-09/19/15	4	:30	7A- ABC-Good Morning America Saturday							1		1	\$600.00	\$600.00	Washington (WJLA)		9/11/15
9.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	7:30A- On the Money								1	1	\$150.00	\$150.00	Washington (WJLA)		9/11/15

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10.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	8A- ABC-Good Morning America Sunday								1	1	\$600.00	\$600.00	Washington (WJLA)		9/11/15
11.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	9A- Government Matters								1	1	\$350.00	\$350.00	Washington (WJLA)		9/11/15
12.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	10A- ABC-This Week								1	1	\$14,000.00	\$14,000.00	Washington (WJLA)		9/11/15
13.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	11A- This Week in Defense News								1	1	\$3,000.00	\$3,000.00	Washington (WJLA)		9/11/15
14.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	9A- Live With Kelly & Michael			1	1	1	1			4	\$650.00	\$2,600.00	Washington (WJLA)		9/11/15
15.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	9A- Live With Kelly & Michael		1							1	\$650.00	\$650.00	Washington (WJLA)		9/11/15
16.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	11A- ABC-The View		1							1	\$525.00	\$525.00	Washington (WJLA)		9/11/15
17.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	11A- ABC-The View			1	1	1	1			4	\$525.00	\$2,100.00	Washington (WJLA)		9/11/15
18.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	12P- News-ABC 7 News at Noon			1	1	1	1			4	\$700.00	\$2,800.00	Washington (WJLA)		9/11/15
19.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	12P- News-ABC 7 News at Noon		1							1	\$700.00	\$700.00	Washington (WJLA)		9/11/15

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20.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	12:30P- Who Wants to be a Millionaire	1	1							1	\$500.00	\$500.00	Washington (WJLA)		9/11/15
21.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	12:30P- Who Wants to be a Millionaire			1	1	1	1			4	\$500.00	\$2,000.00	Washington (WJLA)		9/11/15
22.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	1P- ABC-The Chew			1	1	1	1			4	\$450.00	\$1,800.00	Washington (WJLA)		9/11/15
23.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	1P- ABC-The Chew	1	1							1	\$450.00	\$450.00	Washington (WJLA)		9/11/15
24.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	4P- News-ABC 7 News at 4p	1	1							1	\$650.00	\$650.00	Washington (WJLA)		9/11/15
25.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	4P- News-ABC 7 News at 4p			1	1	1	1			4	\$650.00	\$2,600.00	Washington (WJLA)		9/11/15
26.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	4:30P- News-ABC 7 News at 4p			1	1	1	1			4	\$650.00	\$2,600.00	Washington (WJLA)		9/11/15
27.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	4:30P- News-ABC 7 News at 4p	1	1							1	\$650.00	\$650.00	Washington (WJLA)		9/11/15
28.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	5P- News-ABC 7 News at 5p	1	1							1	\$1,100.00	\$1,100.00	Washington (WJLA)		9/11/15
29.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	5P- News-ABC 7 News at 5p			1	1	1	1			4	\$1,100.00	\$4,400.00	Washington (WJLA)		9/11/15
30.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	6P- News-ABC 7 News at 6p			1	1	1	1			4	\$1,600.00	\$6,400.00	Washington (WJLA)		9/11/15
31.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	6P- News-ABC 7 News at 6p	1	1							1	\$1,600.00	\$1,600.00	Washington (WJLA)		9/11/15

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32.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	6:27P- 6:30P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)	WORLD NEWS ADJ	9/11/15
33.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	6:27P- 6:30P (EST)			1	1	1	1			4	\$3,500.00	\$14,000.00	Washington (WJLA)	WORLD NEWS ADJ	9/11/15
34.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	5:57P- ABC-World News Tonight (Sunday)								1	1	\$2,500.00	\$2,500.00	Washington (WJLA)		9/11/15
35.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	6:30P- News-ABC 7 News at 630p Wknd								1	1	\$1,200.00	\$1,200.00	Washington (WJLA)		9/11/15
36.0	Normal Line / Access	09/15/15-09/18/15	4	:30	6:57P- 7P (EST)			1	1	1	1			4	\$4,500.00	\$18,000.00	Washington (WJLA)	WORLD NEWS ADJ	9/11/15
37.0	Normal Line / Access	09/21/15-09/21/15	4	:30	6:57P- 7P (EST)		1							1	\$4,500.00	\$4,500.00	Washington (WJLA)	WORLD NEWS ADJ	9/11/15
38.0	Normal Line / Access	09/15/15-09/18/15	4	:30	7P- Wheel Of Fortune			1	1	1	1			4	\$6,000.00	\$24,000.00	Washington (WJLA)		9/11/15
39.0	Normal Line / Access	09/21/15-09/21/15	4	:30	7P- Wheel Of Fortune		1							1	\$6,000.00	\$6,000.00	Washington (WJLA)		9/11/15
40.0	Normal Line / Access	09/21/15-09/21/15	4	:30	7:30P- Jeopardy		1							1	\$7,000.00	\$7,000.00	Washington (WJLA)		9/11/15
41.0	Normal Line / Access	09/15/15-09/18/15	4	:30	7:30P- Jeopardy			1	1	1	1			4	\$7,000.00	\$28,000.00	Washington (WJLA)		9/11/15
42.0	Normal Line / SPOT	09/19/15-09/19/15	4	:30	7P- Wheel Of Fortune Wknd							1		1	\$1,400.00	\$1,400.00	Washington (WJLA)		9/11/15
43.0	Normal Line / SPOT	09/19/15-09/19/15	4	:30	7:30P- Jeopardy Wknd							1		1	\$1,800.00	\$1,800.00	Washington (WJLA)		9/11/15

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44.0	Normal Line / Prime Premium	09/21/15-09/21/15	4	:30	7:57P- ABC-Dancing with the Stars (Monday)		2							2	\$10,000.00	\$20,000.00	Washington (WJLA)		9/11/15
45.0	Normal Line / Prime	09/18/15-09/18/15	4	:30	7:57P- ABC-Last Man Standing (Friday)						1			1	\$5,000.00	\$5,000.00	Washington (WJLA)		9/11/15
46.0	Normal Line / Prime	09/18/15-09/18/15	4	:30	9P- ABC-Shark Tank (Friday)						1			1	\$6,500.00	\$6,500.00	Washington (WJLA)		9/11/15
47.0	Normal Line / Prime	09/18/15-09/18/15	4	:30	10P- ABC-20/20 (Friday)						1			1	\$7,000.00	\$7,000.00	Washington (WJLA)		9/11/15
48.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	11P- News-ABC 7 News at 11p			1	1	1	1			4	\$1,600.00	\$6,400.00	Washington (WJLA)		9/11/15
49.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	11P- News-ABC 7 News at 11p		1							1	\$1,600.00	\$1,600.00	Washington (WJLA)		9/11/15
50.0	Normal Line / SPOT	09/21/15-09/21/15	4	:30	12:35A- ABC-Nightline		1							1	\$300.00	\$300.00	Washington (WJLA)		9/11/15
51.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	12:35A- ABC-Nightline			1	1	1	1			4	\$300.00	\$1,200.00	Washington (WJLA)		9/11/15
52.0	Normal Line / SPOT	09/19/15-09/19/15	4	:30	11:30P- News-ABC 7 News at 11p							1		1	\$1,000.00	\$1,000.00	Washington (WJLA)		9/11/15
53.0	Normal Line / SPOT	09/20/15-09/20/15	4	:30	11P- News-ABC 7 News at 11p								1	1	\$1,000.00	\$1,000.00	Washington (WJLA)		9/11/15
54.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	11:35P- ABC-Jimmy Kimmel	2		X	X	X	X			2	\$500.00	\$1,000.00	Washington (WJLA)		9/11/15

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55.0	Normal Line / SPOT	09/15/15-09/18/15	4	:30	5A- News-Good Morning Washington at 5a			2	2	2	2			8	\$375.00	\$3,000.00	Washington (WJLA)		9/11/15

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