



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

WJLA-TV/DT WASHINGTON, DC

Strategic Media/DC
3299 K St. NW #200

4th Floor
Washington, DC 20007

Contract # 227851

Schedule Dates 09/18/13-09/24/13
Advertiser Cuccinelli for Governor (16953)
Agency/T-Code Strategic Media/DC (1313)/ELECTRONIC
Product Political-Political (1088)
Brand Cuccinelli 9/18-9/24 - Est 100 (83349)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name
Phone/Fax /
CPE Cuccinelli/VA GOV 2013/Est 100 - 9/18-9/24
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments Cucinelli for Gov 9/18-9/24 - Est 100

Date Entered 09/17/13
Last Modified 09/17/13
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,300.00
Net Total \$52,700.00
Sales Tax

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Sep. 2013	50	\$62,000.00
Grand Total:	50	\$62,000.00

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	09/20/13-09/20/13	3	:30	12:37A- ABC--ABC NIGHTLINE						1			1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/17/13
2.0	Normal Line / SPOT	09/19/13-09/19/13	3	:30	12:37A- ABC--ABC NIGHTLINE					1				1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/17/13
3.0	Normal Line / SPOT	09/19/13-09/20/13	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A					1	1			2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/17/13
4.0	Normal Line / SPOT	09/18/13-09/18/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA				1					1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/17/13
5.0	Normal Line / SPOT	09/18/13-09/20/13	3	:30	9A- LIVE!				1		1			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/17/13
6.0	Normal Line / SPOT	09/18/13-09/19/13	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1	1				2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/17/13
7.0	Normal Line / SPOT	09/18/13-09/18/13	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				1					1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/17/13
8.0	Normal Line / SPOT	09/18/13-09/20/13	3	:30	6:58P- WHEEL OF FORTUNE				1	1	1			3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		9/17/13
9.0	Normal Line / SPOT	09/18/13-09/20/13	3	:30	7:27P- JEOPARDY				1		1			2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		9/17/13
10.0	Normal Line / SPOT	09/18/13-09/20/13	3	:30	11:35P- ABC--JIMMY KIMMEL				1	1	1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		9/17/13

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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11.0	Normal Line / SPOT	09/18/13-09/19/13	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		9/17/13
12.0	Normal Line / SPOT	09/20/13-09/20/13	3	:30	11P- NEWS-ABC 7 NEWS @ 11P						1			1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		9/17/13
13.0	Normal Line / SPOT	09/19/13-09/20/13	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P					1	1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/17/13
14.0	Normal Line / SPOT	09/19/13-09/20/13	4	:30	3:58P- QUEEN LATIFAH					1	1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)		9/17/13
15.0	Normal Line / SPOT	09/20/13-09/20/13	4	:30	3:01P- KATIE COURIC						1			1	\$300.00	\$300.00	WJLA Arlington (WJLA)		9/17/13
16.0	Normal Line / SPOT	09/19/13-09/19/13	3	:30	2P- ABC--GENERAL HOSPITAL					1				1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/17/13
17.0	Normal Line / SPOT	09/21/13-09/21/13	4	:30	3:28P- SPORTS--ABC COLLEGE FOOTBALL							1		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		9/17/13
18.0	Normal Line / SPOT	09/23/13-09/23/13	3	:30	12:37A- ABC--ABC NIGHTLINE		1							1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/17/13
19.0	Normal Line / SPOT	09/24/13-09/24/13	3	:30	12:37A- ABC--ABC NIGHTLINE			1						1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/17/13
20.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/17/13

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21.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		9/17/13
22.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/17/13
23.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	7:27P- JEOPARDY		1	1						2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		9/17/13
24.0	Normal Line / SPOT	09/23/13-09/23/13	4	:30	12:57P- ABC--THE CHEW		1							1	\$300.00	\$300.00	WJLA Arlington (WJLA)		9/17/13
25.0	Normal Line / SPOT	09/24/13-09/24/13	4	:30	3:58P- QUEEN LATIFAH			1						1	\$400.00	\$400.00	WJLA Arlington (WJLA)		9/17/13
26.0	Normal Line / SPOT	09/23/13-09/23/13	3	:30	11P- NEWS-ABC 7 NEWS @ 11P		1							1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		9/17/13
27.0	Normal Line / SPOT	09/24/13-09/24/13	3	:30	11P- NEWS-ABC 7 NEWS @ 11P			1						1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		9/17/13
28.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	11:35P- ABC--JIMMY KIMMEL		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		9/17/13
29.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1	1						2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/17/13
30.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	9A- LIVE!		1	1						2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/17/13
31.0	Normal Line / SPOT	09/23/13-09/24/13	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/17/13

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