



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

WJLA-TV/DT WASHINGTON, DC

Strategic Media/DC
1911 North Ft. Myer Dr
Suite 400
Arlington, VA 22209

Contract # 232105

Schedule Dates 11/02/13-11/05/13
Advertiser Cuccinelli for Governor (16953)
Agency/T-Code Strategic Media/DC (1313)/ELECTRONIC
Product Political-Political (1088)
Brand Cuccinelli - 10K package - add (85108)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Williams, Neil
Phone/Fax /
CPE Cuccinelli/VA GOV 2013/10K PACKAGE ADD
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments Cuccinelli for Gov

Date Entered 11/01/13
Last Modified 11/01/13
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,515.00
Net Total \$8,585.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Nov. 2013
Spots 8
Rate \$10,100.00
Grand Total: 8 \$10,100.00

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	11/02/13-11/02/13	4	:30	7:57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		11/1/13
2.0	Normal Line / SPOT	11/04/13-11/05/13	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		11/1/13
3.0	Revised Line / SPOT	11/04/13-11/05/13	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A		1	1									WJLA Arlington (WJLA)		11/1/13
3.1	Normal Line / SPOT	11/04/13-11/04/13	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A		1							1	\$100.00	\$100.00	WJLA Arlington (WJLA)		11/1/13
4.0	Revised Line / SPOT	11/04/13-11/04/13	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1										WJLA Arlington (WJLA)		11/1/13
4.1	Normal Line / SPOT	11/05/13-11/05/13	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A			1						1	\$400.00	\$400.00	WJLA Arlington (WJLA)		11/1/13
5.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1							1	\$800.00	\$800.00	WJLA Arlington (WJLA)		11/1/13

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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Advertiser	Cucinelli for Governor (16953)	Last Modified	11/01/13
Agency/T-Code	Strategic Media/DC (1313)/ELECTRONIC	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Cucinelli - 10k package - add (85108)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Williams, Neil	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	Cucinelli/VA GOV 2013/10K PACKAGE ADD	Commission	\$1,515.00
Account Types	Local/Political Candidate Agency	Net Total	\$8,585.00
Billing Type	Standard	Sales Tax	
Comments	Cucinelli for Gov		

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Nov. 2013	8	\$10,100.00
Grand Total:	8	\$10,100.00

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
6.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		11/1/13
7.0	Normal Line / SPOT	11/04/13-11/04/13	3	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		11/1/13

CONFIRMATION CONTRACT

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Comments:

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