

# CONTRACT



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

www.wtkr.com

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 559871 /		<u>Alt Order #</u> 07888609
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 12/11/749
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<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	
1	3	10/23/12	10/28/12	NewsChannel 3 News	5-6am		:30			NM	4	\$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$780.00			
2	3	10/29/12	10/29/12	NewsChannel 3 News	5-6am		:30			NM	1	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$780.00			
3	3	10/23/12	10/28/12	Newschannel 3 News	6-7am		:30			NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$1,010.00			
4	3	10/29/12	10/29/12	Newschannel 3 News	6-7am		:30			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,010.00			
5	3	10/23/12	10/28/12	CBS This Morning	7-9a		:30			NM	4	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$340.00			
E 6	3	10/29/12	10/29/12	CBS This Morning	7-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$340.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/29/12-11/04/12	CBS This Morning	7-9a	M-----	:30		\$340.00	NM		
	Credited											
7	3	10/27/12	10/27/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$250.00			
8	3	10/28/12	10/28/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,660.00			
E 9	3	10/28/12	10/28/12	Face the Nation	1030-11am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,995.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/22/12-10/28/12	Face the Nation	1030-11am	-----Su	:30		\$1,995.00	NM		
	Credited											

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<u>Contract / Revision</u> 559871 /	<u>Alt Order #</u> 07888609
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<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 12/11/749
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<u>Advertiser</u> Crossroads GPS	<u>Original Date / Revision</u> 10/31/12 / 10/31/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
E 10	3	10/23/12	10/28/12	Price Is Right	11am-12n		:30			NM	3	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,010.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	3	10/22/12-10/28/12	Price Is Right	11am-12n	-TuWThF----	:30		<del>\$1,010.00</del>	NM		
	<i>Credited</i>											
11	3	10/29/12	10/29/12	Price Is Right	11am-12n		:30			NM	1	\$1,010.00
Week:		10/29/12	11/04/12	M-----				1	\$1,010.00			
12	3	10/23/12	10/28/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$2,700.00
Week:		10/22/12	10/28/12	-TWTF--				4	\$675.00			
13	3	10/29/12	10/29/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$675.00
Week:		10/29/12	11/04/12	M-----				1	\$675.00			
14	3	10/23/12	10/28/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$2,700.00
Week:		10/22/12	10/28/12	-1111--				4	\$675.00			
15	3	10/29/12	10/29/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$675.00
Week:		10/29/12	11/04/12	M-----				1	\$675.00			
16	3	10/23/12	10/28/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$3,400.00
Week:		10/22/12	10/28/12	-1111--				4	\$850.00			
17	3	10/29/12	10/29/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$850.00
Week:		10/29/12	11/04/12	M-----				1	\$850.00			
18	3	10/23/12	10/28/12	Newschannel 3 News	5-530pm		:30			NM	4	\$3,520.00
Week:		10/22/12	10/28/12	-TWTF--				4	\$880.00			
19	3	10/29/12	10/29/12	Newschannel 3 News	5-530pm		:30			NM	1	\$880.00
Week:		10/29/12	11/04/12	M-----				1	\$880.00			
E 20	3	10/23/12	10/28/12	Newschannel 3 News	530-6pm		:30			NM	3	\$2,640.00
Week:		10/22/12	10/28/12	-TWTF--				4	\$880.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/22/12-10/28/12	Newschannel 3 News	530-6pm	-TuWThF----	:30		<del>\$880.00</del>	NM		
	<i>Credited</i>											
21	3	10/29/12	10/29/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00
Week:		10/29/12	11/04/12	M-----				1	\$880.00			
22	3	10/23/12	10/28/12	Newschannel 3 News	6-630pm		:30			NM	4	\$5,380.00
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,345.00			
23	3	10/29/12	10/29/12	Newschannel 3 News	6-630pm		:30			NM	1	\$1,345.00
Week:		10/29/12	11/04/12	M-----				1	\$1,345.00			
24	3	10/23/12	10/28/12	7-730pm	7-730pm		:30			NM	4	\$5,380.00
Week:		10/22/12	10/28/12	-1111--				4	\$1,345.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
559871 /	07888609

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	Crossroads GPS	12/11/749

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
25	3	10/29/12	10/29/12	7-730pm	7-730pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,345.00			
26	3	10/23/12	10/28/12	M-F 730-8pm	730p-8pm		:30			NM	4	\$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,345.00			
27	3	10/29/12	10/29/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,345.00			
28	3	10/28/12	10/28/12	Sunday Prime	7-8pm		:30			NM	1	\$6,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$6,630.00			
29	3	10/23/12	10/28/12	Late News (M-F)	11-1135p		:30			NM	4	\$8,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$2,010.00			
30	3	10/29/12	10/29/12	Late News (M-F)	11-1135p		:30			NM	1	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,010.00			
31	3	10/27/12	10/27/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,520.00			
32	3	10/28/12	10/28/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,520.00			
33	3	10/23/12	10/28/12	Late Night with David Letterm	1135pm-1237am		:30			NM	4	\$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$780.00			
34	3	10/29/12	10/29/12	Late Night with David Letterm	1135pm-1237am		:30			NM	1	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$780.00			
35	3	10/27/12	10/27/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$180.00			
36	3	10/28/12	10/28/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$515.00			
37	3	10/23/12	10/28/12	NCAA Football	Various		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,500.00			
38	3	10/23/12	10/28/12	NFL Today	Various		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,000.00			
39	3	10/23/12	10/28/12	NFL Football (Early)	1-5p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$4,000.00			
40	3	10/29/12	10/29/12	Local Specials	Various		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$340.00			
<b>Totals</b>											<b>78</b>	<b>\$86,510.00</b>

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559871 /	07888609

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	Crossroads GPS	12/11/749

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	<u>Totals</u> Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	64	\$72,585.00	\$61,697.25
10/29/12 - 10/29/12	14	\$13,925.00	\$11,836.25
<b>Totals</b>	<b>78</b>	<b>\$86,510.00</b>	<b>\$73,533.50</b>

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

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