

# CONTRACT



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

www.wtkr.com

<u>Contract / Revision</u> 575387 /		<u>Alt Order #</u> 07904300
<u>Product</u> MAJ PAC		
<u>Contract Dates</u> 09/18/12 - 09/24/12		<u>Estimate #</u> 94/100/1796
<u>Advertiser</u> Senate Majority Pac		<u>Original Date / Revision</u> 09/17/12 / 09/17/12
<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>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
 1010 Wisconsin Avenue  
 Suite 800  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	3	09/18/12	09/21/12	CBS This Morning	7-9a		:30			NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				5	\$340.00			
N 2	3	09/22/12	09/22/12	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:		09/17/12	09/23/12	-----S-				1	\$250.00			
N 3	3	09/18/12	09/21/12	Newschannel 3 News	12n-1230pm		:30			NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				5	\$675.00			
N 4	3	09/18/12	09/21/12	CBS Daytime	1228-3pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$850.00			
N 5	3	09/18/12	09/21/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$880.00			
<b>Totals</b>											13	\$7,055.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/22/12	13	\$7,055.00	\$5,996.75
<b>Totals</b>	13	\$7,055.00	\$5,996.75

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

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

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