



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

www.wtkr.com

CONTRACT

Contract / Revision 584895 /		Alt Order # 07914268
Product American Crossroads		
Contract Dates 10/24/12 - 10/30/12		Estimate # 11/27/1257
Advertiser American Crossroads		Original Date / Revision 10/19/12 / 10/19/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling Do Not Mail		
Demographic Adults 35+		
IDB# 8433	Advertiser Code 11	Product Code 27
Agency Ref		Advertiser Ref

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
√ 1	3	10/24/12	10/26/12	Newschannel 3 News	6-7am		:30			NM	3	\$3,555.00
		<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	--WTF--				3	\$1,185.00			
√ 2	3	10/29/12	10/30/12	Newschannel 3 News	6-7am		:30			NM	2	\$2,370.00
		<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	MT-----				2	\$1,185.00			
√ 3	3	10/28/12	10/28/12	CBS Sunday Morning	9-1030am		: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:		10/22/12	10/28/12	-----S				1	\$2,010.00			
√ 4	3	10/28/12	10/28/12	Face the Nation	1030-11am		:30			NM	1	\$2,345.00
		<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	\$2,345.00			
√ 5	3	10/24/12	10/26/12	Let's Make A Deal 9am	9-10am		:30			NM	3	\$5,025.00
		<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	--WTF--				3	\$1,675.00			
√ 6	3	10/29/12	10/30/12	Let's Make A Deal 9am	9-10am		:30			NM	2	\$3,350.00
		<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	MT-----				2	\$1,675.00			
√ 7	3	10/24/12	10/26/12	Price Is Right	11am-12n		:30			NM	3	\$5,025.00
		<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	--WTF--				3	\$1,675.00			
√ 8	3	10/29/12	10/30/12	Price Is Right	11am-12n		:30			NM	2	\$3,350.00
		<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	MT-----				2	\$1,675.00			
√ 9	3	10/24/12	10/26/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$4,035.00
		<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	--WTF--				3	\$1,345.00			
√ 10	3	10/29/12	10/30/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$2,690.00
		<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	MT-----				2	\$1,345.00			
√ 11	3	10/24/12	10/26/12	CBS Daytime	1228-3pm		:30			NM	3	\$4,035.00
		<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	--WTF--				3	\$1,345.00			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
584895 /	07914268

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	American Crossroads	11/27/1257

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 12	3	10/29/12	10/30/12	CBS Daytime	1228-3pm		:30			NM	2	\$2,690.00
		<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	MT-----				2	\$1,345.00			
V 13	3	10/24/12	10/26/12	NewsCha 3 News First @ 4p	358-5pm		: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	--WTF--				3	\$1,010.00			
V 14	3	10/29/12	10/30/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$2,020.00
		<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	MT-----				2	\$1,010.00			
V 15	3	10/24/12	10/26/12	Newschannel 3 News	5-530pm		:30			NM	3	\$4,035.00
		<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	--WTF--				3	\$1,345.00			
V 16	3	10/29/12	10/30/12	Newschannel 3 News	5-530pm		:30			NM	2	\$2,690.00
		<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	MT-----				2	\$1,345.00			
V 17	3	10/24/12	10/26/12	Newschannel 3 News	530-6pm		:30			NM	3	\$4,560.00
		<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	--WTF--				3	\$1,520.00			
V 18	3	10/29/12	10/30/12	Newschannel 3 News	530-6pm		:30			NM	2	\$3,040.00
		<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	MT-----				2	\$1,520.00			
V 19	3	10/28/12	10/28/12	Newschannel 3 News	630-7pm		:30			NM	1	\$600.00
		<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	\$600.00			
V 20	3	10/24/12	10/26/12	The Insider	730p-8pm		:30			NM	3	\$6,030.00
		<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	--WTF--				3	\$2,010.00			
V 21	3	10/29/12	10/30/12	The Insider	730p-8pm		:30			NM	2	\$4,020.00
		<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	MT-----				2	\$2,010.00			
V 22	3	10/27/12	10/27/12	730-8pm	730-8pm		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$340.00			
V 23	3	10/25/12	10/25/12	Thursday Prime	10-11pm		:30			NM	1	\$6,035.00
		<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	---T---				1	\$6,035.00			
V 24	3	10/28/12	10/28/12	Sunday Prime	7-8pm		:30			NM	1	\$13,770.00
		<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	\$13,770.00			
V 25	3	10/27/12	10/27/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$2,050.00
		<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	\$2,050.00			
V 26	3	10/24/12	10/26/12	Late Night with David Letterm	1135pm-1237am		:30			NM	3	\$2,070.00
		<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	--WTF--				3	\$690.00			
V 27	3	10/29/12	10/30/12	Late Night with David Letterm	1135pm-1237am		:30			NM	2	\$1,380.00
		<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	MT-----				2	\$690.00			
V 28	3	10/24/12	10/26/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	3	\$660.00

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
584895 /	07914268

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	American Crossroads	11/27/1257

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<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	--WTF--				3	\$220.00			
N 29 3		10/29/12	10/30/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	2	\$440.00
		<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	MT-----				2	\$220.00			
Totals											62	\$97,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	40	\$69,210.00	\$58,828.50
10/29/12 - 10/30/12	22	\$28,040.00	\$23,834.00
Totals	62	\$97,250.00	\$82,662.50

Signature: _____ **Date:** _____

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.