

# 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> 559561 /		<u>Alt Order #</u> 07888658
<u>Product</u> American Crossroads		
<u>Contract Dates</u> 09/04/12 - 09/14/12		<u>Estimate #</u> 11/27/690
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 08/28/12 / 08/28/12
<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> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<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	09/04/12	09/09/12	Newschannel 3 News	6-7am		:30			NM	3	\$1,890.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$630.00			
2	3	09/10/12	09/14/12	Newschannel 3 News	6-7am		:30			NM	5	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWTF--				5	\$630.00			
3	3	09/04/12	09/09/12	Ellen Degeneres 3pm	3-4pm		:30			NM	3	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WT---				3	\$420.00			
4	3	09/10/12	09/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWTF--				5	\$420.00			
5	3	09/04/12	09/09/12	Newschannel 3 News	5-530pm		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WT---				3	\$550.00			
6	3	09/10/12	09/14/12	Newschannel 3 News	5-530pm		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWTF--				5	\$550.00			
7	3	09/04/12	09/09/12	Newschannel 3 News	6-630pm		:30			NM	3	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$840.00			
8	3	09/10/12	09/14/12	Newschannel 3 News	6-630pm		:30			NM	5	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWTF--				5	\$840.00			
9	3	09/04/12	09/09/12	7-730pm	7-730pm		:30			NM	3	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$840.00			
10	3	09/10/12	09/14/12	7-730pm	7-730pm		:30			NM	5	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWTF--				5	\$840.00			
11	3	09/04/12	09/09/12	730-8pm	730-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TW----				3	\$840.00			

(\* 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.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
559561 /	07888658

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/14/12	American Crossroads	11/27/690

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	08/28/12 / 08/28/12

*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>			
	<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	09/03/12-09/09/12	730-8pm	730-8pm	-TuW-----	:30		\$840.00	NM		
	Credited											
	2	3	09/03/12-09/09/12	730-8pm	730-8pm	-TuW-----	:30		\$840.00	NM		
	Credited											
	3	3	09/03/12-09/09/12	730-8pm	730-8pm	-TuW-----	:30		\$840.00	NM		
	Credited											
12	3	09/10/12	09/13/12	M-F 730-8pm	730p-8pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWT---				4	\$840.00			
13	3	09/09/12	09/09/12	Sunday Prime	7-8pm		:30			NM	1	\$4,705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$4,705.00			
14	3	09/04/12	09/09/12	Late News (M-F)	11-1135p		:30			NM	3	\$3,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$1,255.00			
15	3	09/10/12	09/14/12	Late News (M-F)	11-1135p		:30			NM	5	\$6,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWTF--				5	\$1,255.00			
16	3	09/04/12	09/09/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----11				2	\$950.00			
17	3	09/04/12	09/09/12	Late Night with David Letterm	1135pm-1237am		:30			NM	3	\$1,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$485.00			
18	3	09/10/12	09/14/12	Late Night with David Letterm	1135pm-1237am		:30			NM	5	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	MTWTF--				5	\$485.00			
19	3	09/04/12	09/07/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				1	\$415.00			
20	3	09/11/12	09/11/12	NCIS	8-9pm		:30			NM	1	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$2,060.00			
21	3	09/04/12	09/07/12	Newschannel 3 News	5-530pm		:30			NM	1	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				1	\$460.00			
22	3	09/14/12	09/14/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$415.00			
<b>Totals</b>											67	\$53,475.00

Time Period	# of Spots	Gross Amount	Net Amount
8/27/12 - 09/14/12	67	\$53,475.00	\$45,453.75
<b>Totals</b>	67	\$53,475.00	\$45,453.75

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

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