



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

www.wtkr.com

CONTRACT

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	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			

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Contract / Revision	Alt Order #
559561 /	07888658

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

Advertiser	Original Date / Revision
American Crossroads	08/28/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	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			
Totals											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
Totals	67	\$53,475.00	\$45,453.75

Signature: _____ Date: _____

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