

Agreement Between:

CONTRACT



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

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Contract / Revision 546129 /		Alt Order # 07875063
Product HIRSCHBIEL/C/D		
Contract Dates 10/30/12 - 11/06/12		Estimate # 106/113/1215
Advertiser Hirschbiel/D/State House		Original Date / Revision 10/25/12 / 10/25/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8020	Advertiser Code 106	Product Code 113
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	3	10/30/12	11/04/12	NewsChannel 3 News	5-6am		:30			NM	2	\$330.00
		<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	-TWTF--				2	\$165.00			
E 2	3	10/30/12	11/04/12	NewsChannel 3 News	6-7am		:30			NM	5	\$700.00
		<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	-TWTF--				2	\$220.00			
E 3	3	10/30/12	11/04/12	CBS This Morning	7-9a		:30			NM	1	\$70.00
		<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	-TWTF--				5	\$140.00			
E 4	3	10/30/12	11/04/12	Early Show Saturday	9-11am		:30			NM	1	\$470.00
		<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	-----S-				1	\$70.00			
E 5	3	10/30/12	11/04/12	CBS Sunday Morning	9-1030am		: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	-----S				1	\$470.00			
D 6	3	10/30/12	11/04/12	Face the Nation	1030-11am		:30			NM	4	\$560.00
		<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	-TWTF--				4	\$140.00			
E 7	3	10/30/12	11/04/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$660.00
		<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	-TWTF--				4	\$165.00			
E 8	3	10/30/12	11/04/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$840.00
		<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	-TWTF--				4	\$210.00			
9	3	10/30/12	11/04/12	NewsChannel 3 News	5-530pm		:30			NM	3	\$735.00
		<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	-TWTF--				4	\$245.00			
E 10	3	10/30/12	11/04/12	NewsChannel 3 News	530-6pm		:30			NM	3	\$930.00
		<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	-TWTF--				3	\$310.00			
E 11	3	10/30/12	11/04/12	NewsChannel 3 News	6-630pm		:30			NM	1	\$48.00
		<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	-TWTF--				3	\$730pm			
E 12	3	10/30/12	11/04/12	7-730pm				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								

(* 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 in full. 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, on 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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(757)446-1000

<u>Contract / Revision</u> 546129 /		<u>Alt Order #</u> 07875063
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> HIRSCHBIEL/C/D	<u>Estimate #</u> 106/113/1215
<u>Advertiser</u> Hirschbiel/D/State House	<u>Original Date / Revision</u> 10/25/12 / 10/25/12	
		<u>Totals</u>

												Totals	
Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount		
3	10/29/12	11/04/12	M-F 730-8pm	730p-8pm	-TWTF--	:30	1	\$485.00	NM	1	\$485.00		
3	10/30/12	11/04/12	Sunday Prime	10-11pm	-TWTF--	:30	1	\$485.00	NM	0	\$0.00		
3	10/30/12	11/04/12	Monday Prime	10-11pm	-TWTF--	:30	1	\$485.00	NM	0	\$0.00		
3	10/30/12	11/04/12	Friday Prime	11-1135p	-TWTF--	:30	1	\$485.00	NM	0	\$0.00		
3	10/30/12	11/04/12	Late News (M-F)	11-1135p	-TWTF--	:30	3	\$395.00	NM	3	\$1,185.00		
3	10/30/12	11/04/12	Late News (Sa-Su)	11-1135p	-TWTF--	:30	2	\$295.00	NM	2	\$590.00		
3	10/30/12	11/04/12	Late Night with David Letterman	1135pm-1235am	-----SS	:30	3	\$165.00	NM	3	\$495.00		
3	10/30/12	11/04/12	NewsChannel 3 News	5-6am	-TWTF--	:30	3	\$165.00	NM	1	\$165.00		
3	11/05/12	11/06/12	NewsChannel 3 News	6-7am	M-----	:30	1	\$220.00	NM	1	\$220.00		
3	11/05/12	11/06/12	CBS This Morning	7-9a	M-----	:30	1	\$140.00	NM	1	\$140.00		
3	11/05/12	11/06/12	NewsChannel 3 News	5-530pm	M-----	:30	1	\$210.00	NM	1	\$210.00		
3	11/05/12	11/06/12	NewsChannel 3 News	530-6pm	M-----	:30	1	\$245.00	NM	1	\$245.00		
3	11/05/12	11/06/12	NewsChannel 3 News	6-630pm	M-----	:30	1	\$310.00	NM	1	\$310.00		
3	11/05/12	11/06/12	7-730pm	7-730pm	M-----	:30	1	\$485.00	NM	1	\$485.00		
3	11/05/12	11/06/12	M-F 730-8pm	730p-8pm	M-----	:30	1	\$485.00	NM	1	\$485.00		
3	11/05/12	11/06/12	Late News (M-F)	11-1135p	M-----	:30	1	\$395.00	NM	1	\$395.00		
3	10/30/12	11/04/12	730-8pm	730-8pm	-----S-	:30	1	\$135.00	NM	1	\$135.00		
3	10/30/12	11/04/12	430-5a	430-5a	-----S-	:30	1	\$135.00	NM	0	\$0.00		
3	10/30/12	11/04/12	Let's Make A Deal	9am	-----S-	:30	1	\$135.00	NM	0	\$0.00		

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www.wtkr.com

Contract / Revision
 546129 /

Alt Order #
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Contract Dates
 10/30/12 - 11/06/12

Product
 HIRSCHBIEL/C/D

Estimate #
 106/113/1215

Advertiser
 Hirschbiel/D/State House

Original Date / Revision
 10/25/12 / 10/25/12

Hirschbiel/D/State House

										Totals	
Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
3	11/05/12	11/06/12	Let's Make A Deal 9am	9-10am		:30			NM	0	\$0.00
3	10/30/12	11/04/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
3	11/05/12	11/06/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
4	10/30/12	11/04/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$840.00
5	10/30/12	11/04/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
Week: 10/29/12							4	\$210.00			
36	11/05/12	11/06/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$1,765.00
Week: 11/05/12							1	\$210.00			
37	10/30/12	11/04/12	Tuesday Prime	10-11pm		:30			NM	0	\$0.00
Week: 10/29/12							1	\$1,765.00			
38	10/30/12	11/04/12	Wednesday Prime	9-10pm		:30			NM	1	\$2,100.00
39	10/30/12	11/04/12	Thursday Prime	8-9pm		:30			NM	0	\$0.00
Week: 10/29/12							1	\$2,100.00			
40	10/30/12	11/04/12	Thursday Prime	9-10pm		:30			NM	1	\$980.00
41	10/30/12	11/04/12	Friday Prime	8-9pm		:30			NM	0	\$0.00
Week: 10/29/12							1	\$980.00			
42	10/30/12	11/04/12	Saturday Prime	10-11pm		:30			NM	0	\$0.00
43	10/30/12	11/04/12	Sunday Prime	9-10pm		:30			NM	2	\$210.00
Week: 10/29/12							1	\$1,120.00			
44	10/30/12	11/04/12	1135pm-1205am	1135pm-1205am		:30			NM	0	\$0.00
45	10/30/12	11/04/12	1205am-105am	1205am-105am		:30			NM	0	\$0.00
Week: 10/29/12							2	\$105.00			
46	10/30/12	11/04/12	NCAA Football	330-7p		:30			NM	1	\$70.00
47	10/30/12	11/04/12	NCAA Football	Various		:30			NM	0	\$0.00
48	10/30/12	11/04/12	Redskins Coaches Show	1130a-12p		:30			NM	0	\$0.00
Week: 10/29/12							1	\$70.00			
49	10/30/12	11/04/12	NFL Football (Early)	1-4p		:30			NM	4	\$840.00
50	10/30/12	11/04/12	NFL Football	4-8pm		:30			NM	0	\$0.00
51	10/30/12	11/04/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
Week: 10/29/12							4	\$210.00			
Totals										65	\$19,900.00

Net Amount

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	65	\$19,900.00	\$16,915.00
Totals	65	\$19,900.00	\$16,915.00

Date: _____

Signature: _____

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