

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		Estimate # 106/113/1215	
Contract Dates 10/30/12 - 11/06/12		Original Date / Revision 10/25/12 / 10/25/12	
Advertiser Hirschbiel/D/State House			
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	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 12	3	10/30/12	11/04/12	7-730pm	7-730pm		: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--				1	\$48.00			

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

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Contract / Revision: 546129 /  
 Alt Order #: 07875063

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

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	M-F 730-8pm	730p-8pm	-TWTF--	:30	1	\$485.00	NM	0	\$0.00
14	10/30/12	11/04/12	Sunday Prime	7-8pm	-TWTF--	:30	1	\$485.00	NM	0	\$0.00
15	11/05/12	11/06/12	Monday Prime	10-11pm	-TWTF--	:30	1	\$485.00	NM	0	\$0.00
16	10/30/12	11/04/12	Friday Prime	10-11pm	-TWTF--	:30	1	\$485.00	NM	3	\$1,185.00
17	10/30/12	11/04/12	Late News (M-F)	11-1135p	-TWTF--	:30	3	\$395.00	NM	2	\$590.00
18	10/30/12	11/04/12	Late News (Sa-Su)	11-1135p	-TWTF--	:30	2	\$295.00	NM	3	\$495.00
19	10/30/12	11/04/12	Late Night with David Letterman	1135pm-1235am	-TWTF--	:30	3	\$165.00	NM	1	\$165.00
20	11/05/12	11/06/12	NewsChannel 3 News	5-6am	M-----	:30	1	\$165.00	NM	1	\$220.00
21	11/05/12	11/06/12	Newschannel 3 News	6-7am	M-----	:30	1	\$220.00	NM	1	\$140.00
22	11/05/12	11/06/12	CBS This Morning	7-9a	M-----	:30	1	\$140.00	NM	1	\$210.00
23	11/05/12	11/06/12	Newschannel 3 News	5-530pm	M-----	:30	1	\$210.00	NM	1	\$245.00
24	11/05/12	11/06/12	Newschannel 3 News	530-6pm	M-----	:30	1	\$245.00	NM	1	\$310.00
25	11/05/12	11/06/12	Newschannel 3 News	6-630pm	M-----	:30	1	\$310.00	NM	1	\$485.00
26	11/05/12	11/06/12	7-730pm	7-730pm	M-----	:30	1	\$485.00	NM	1	\$485.00
27	11/05/12	11/06/12	M-F 730-8pm	730p-8pm	M-----	:30	1	\$485.00	NM	1	\$395.00
28	11/05/12	11/06/12	Late News (M-F)	11-1135p	M-----	:30	1	\$395.00	NM	1	\$135.00
29	10/30/12	11/04/12	730-8pm	730-8pm	-----S-	:30	1	\$135.00	NM	0	\$0.00
30	10/30/12	11/04/12	430-5a	430-5am	-----S-	:30	1	\$135.00	NM	0	\$0.00
31	10/30/12	11/04/12	Let's Make A Deal 9am	9-10am	-----S-	:30	1	\$135.00	NM	0	\$0.00

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Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
										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	11/05/12	11/06/12	Price Is Right	11am-12n		:30			NM	4	\$840.00
5	10/30/12	11/04/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
							<u>Spots/Week</u>	<u>Rate</u>			
							4	\$210.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-TWTF--								
36	11/05/12	11/06/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$1,765.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$210.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 11/05/12		11/11/12	M-----								
37	10/30/12	11/04/12	Tuesday Prime	10-11pm		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$1,765.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-T-----								
38	10/30/12	11/04/12	Wednesday Prime	9-10pm		:30			NM	1	\$2,100.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$2,100.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	---T---								
39	10/30/12	11/04/12	Thursday Prime	8-9pm		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$2,100.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	---T---								
40	10/30/12	11/04/12	Friday Prime	9-10pm		:30			NM	1	\$980.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$980.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	----F--								
41	10/30/12	11/04/12	Saturday Prime	8-9pm		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$980.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-----S								
42	10/30/12	11/04/12	Sunday Prime	9-10pm		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$1,120.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-----S								
43	10/30/12	11/04/12	NCAA Football	1135pm-1205am		:30			NM	2	\$210.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$1,120.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-----S								
44	10/30/12	11/04/12	NCAA Football	1205am-105am		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							2	\$105.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-----S								
45	10/30/12	11/04/12	NCAA Football	330-7p		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$70.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-----S								
46	10/30/12	11/04/12	Redskins Coaches Show	1130a-12p		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$70.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-----S								
47	10/30/12	11/04/12	NFL Football (Early)	1-4p		:30			NM	0	\$0.00
							<u>Spots/Week</u>	<u>Rate</u>			
							1	\$70.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-----S								
48	10/30/12	11/04/12	NFL Football	4-8pm		:30			NM	4	\$840.00
							<u>Spots/Week</u>	<u>Rate</u>			
							4	\$210.00			
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>								
Week: 10/29/12		11/04/12	-TWTF--								
<b>Totals</b>										65	\$19,900.00

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

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

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

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