



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

www.wtkr.com

CONTRACT

And:

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

| | | |
|---|--|--|
| <u>Contract / Revision</u> 566353 / | | <u>Alt Order #</u> 07894905 |
| <u>Product</u> HIRSCHBIEL/CD2/D | | |
| <u>Contract Dates</u> 08/21/12 - 08/27/12 | | <u>Estimate #</u> 106/113/1554 |
| <u>Advertiser</u> Hirschbiel/D/State House | | <u>Original Date / Revision</u> 08/17/12 / 08/17/12 |
| <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> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> 8020 | <u>Advertiser Code</u> 106 | <u>Product Code</u> 113 |
| <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 | 08/21/12 | 08/24/12 | NewsChannel 3 News | 5-6am | | :30 | | | NM | 3 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$120.00 | | | |
| 2 | 3 | 08/21/12 | 08/24/12 | NewsChannel 3 News | 6-7am | | :30 | | | NM | 3 | \$555.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$185.00 | | | |
| 3 | 3 | 08/21/12 | 08/24/12 | CBS This Morning | 7-9a | | :30 | | | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$140.00 | | | |
| 4 | 3 | 08/25/12 | 08/25/12 | Early Show Saturday | 9-11am | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | | | | 1 | \$100.00 | | | |
| 5 | 3 | 08/26/12 | 08/26/12 | CBS Sunday Morning | 9-1030am | | :30 | | | NM | 1 | \$280.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | | | 1 | \$280.00 | | | |
| 6 | 3 | 08/21/12 | 08/26/12 | Let's Make A Deal 9am | 9-10am | | :30 | | | NM | 2 | \$540.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 2 | \$270.00 | | | |
| 7 | 3 | 08/21/12 | 08/26/12 | Price Is Right | 11am-12n | | :30 | | | NM | 2 | \$830.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 2 | \$415.00 | | | |
| 8 | 3 | 08/21/12 | 08/24/12 | NewsChannel 3 News | 12n-1230pm | | :30 | | | NM | 2 | \$590.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 2 | \$295.00 | | | |
| 9 | 3 | 08/21/12 | 08/24/12 | CBS Daytime | 1228-3pm | | :30 | | | NM | 2 | \$590.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 2 | \$295.00 | | | |
| 10 | 3 | 08/21/12 | 08/24/12 | Ellen Degeneres 3pm | 3-4pm | | :30 | | | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$200.00 | | | |
| 11 | 3 | 08/21/12 | 08/26/12 | NewsCha 3 News First @ 4p | 358-5pm | | :30 | | | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$200.00 | | | |

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| Contract Dates | Product | Estimate # |
| 08/21/12 - 08/27/12 | HIRSCHBIEL/CD2/D | 106/113/1554 |

| | |
|--------------------------|--------------------------|
| Advertiser | Original Date / Revision |
| Hirschbiel/D/State House | 08/17/12 / 08/17/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-------------|-------------------|-------------------|---------------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-----------|--------------------|
| 12 | 3 | 08/21/12 | 08/26/12 | Newschannel 3 News | 5-530pm | | :30 | | | NM | 3 | \$990.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$330.00 | | | |
| 13 | 3 | 08/21/12 | 08/26/12 | 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: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$310.00 | | | |
| 14 | 3 | 08/21/12 | 08/26/12 | Newschannel 3 News | 6-630pm | | :30 | | | NM | 4 | \$1,940.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 4 | \$485.00 | | | |
| E 15 | 3 | 08/25/12 | 08/25/12 | Newschannel 3 News | 6-630pm | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | | | | 1 | \$120.00 | | | |
| | <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 | 08/20/12-08/26/12 | Newschannel 3 News | 6-630pm | -----Sa-- | :30 | | \$120.00 | NM | | |
| | Credited | | | | | | | | | | | |
| 16 | 3 | 08/26/12 | 08/26/12 | Newschannel 3 News | 630-7pm | | :30 | | | NM | 1 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | | | 1 | \$140.00 | | | |
| 17 | 3 | 08/21/12 | 08/21/12 | Tuesday Prime | 9-10pm | | :30 | | | NM | 1 | \$1,275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -T----- | | | | 1 | \$1,275.00 | | | |
| 18 | 3 | 08/23/12 | 08/23/12 | Thursday Prime | 10-11pm | | :30 | | | NM | 1 | \$1,275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | ---T--- | | | | 1 | \$1,275.00 | | | |
| 19 | 3 | 08/26/12 | 08/26/12 | Sunday Prime | 7-8pm | | :30 | | | NM | 1 | \$1,275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | | | 1 | \$1,275.00 | | | |
| 20 | 3 | 08/21/12 | 08/24/12 | Late News (M-F) | 11-1135p | | :30 | | | NM | 4 | \$2,160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 4 | \$540.00 | | | |
| 21 | 3 | 08/25/12 | 08/26/12 | Late News (Sa-Su) | 11-1135p | | :30 | | | NM | 1 | \$365.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----SS | | | | 1 | \$365.00 | | | |
| 22 | 3 | 08/21/12 | 08/24/12 | Late Night with David Letterman | 1135pm-1237am | | :30 | | | NM | 3 | \$495.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 3 | \$165.00 | | | |
| 23 | 3 | 08/27/12 | 08/27/12 | CBS This Morning | 7-9a | | :30 | | | NM | 1 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | | | 1 | \$140.00 | | | |
| 24 | 3 | 08/27/12 | 08/27/12 | Newschannel 3 News | 12n-1230pm | | :30 | | | NM | 1 | \$295.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | | | 1 | \$295.00 | | | |
| 25 | 3 | 08/21/12 | 08/24/12 | Late Late Show w/Craig Ferg | 1237-139am | | :30 | | | NM | 1 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 1 | \$70.00 | | | |
| 26 | 3 | 08/21/12 | 08/24/12 | Overnight Rotator | 430-459am | | :30 | | | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -TWTF-- | | | | 2 | \$25.00 | | | |
| Totals | | | | | | | | | | | 52 | \$16,865.00 |

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| Hirschbiel/D/State House | 08/17/12 / 08/17/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---------------------|----|------------|----------|--------------------|----------------|--------------------|--------|----------------|------|------|-------|--------|
| <hr/> | | | | | | | | | | | | |
| Time Period | | # of Spots | | Gross Amount | | Net Amount | | | | | | |
| 07/30/12 - 08/26/12 | | 50 | | \$16,430.00 | | \$13,965.50 | | | | | | |
| 08/27/12 - 08/27/12 | | 2 | | \$435.00 | | \$369.75 | | | | | | |
| Totals | | 52 | | \$16,865.00 | | \$14,335.25 | | | | | | |

Signature: _____ **Date:** _____

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