

CONTRACT



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

www.wtkr.com

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	Totals 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
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
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
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
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
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
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
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
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
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
Week:		08/20/12	08/26/12	-TWTF--				3	\$200.00			

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

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<u>Advertiser</u> Hirschbiel/D/State House	<u>Original Date / Revision</u> 08/17/12 / 08/17/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals 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 Letterm	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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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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