



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

www.wtkr.com

# CONTRACT

And:

**Strategic Media Services, Inc**  
**3299 K Street NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 666787 /		<u>Alt Order #</u> 07993013
<u>Product</u> CUCCINELLI/GOV/R		
<u>Contract Dates</u> 09/04/13 - 09/10/13		<u>Estimate #</u> 1/100
<u>Advertiser</u> Cuccinelli/R/Governor		<u>Original Date / Revision</u> 09/04/13 / 09/04/13
<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> 8201	<u>Advertiser Code</u>	<u>Product Code</u>
<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	09/09/13	09/09/13	Newschannel 3 News	6-7am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$165.00			
2	3	09/04/13	09/08/13	Newschannel 3 News	6-7am		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--1-1--				2	\$235.00			
3	3	09/04/13	09/08/13	CBS This Morning	7-9am		:30			NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	---11--				2	\$115.00			
4	3	09/10/13	09/10/13	CBS This Morning	7-9am		:30			NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	-T-----				1	\$105.00			
5	3	09/04/13	09/08/13	Let's Make A Deal	9-10am		:30			NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--11---				2	\$210.00			
6	3	09/09/13	09/10/13	M-F 3-4p	3-4pm		:30			NM	2	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	11-----				2	\$155.00			
E 7	3	09/04/13	09/08/13	M-F 3-4p	3-4pm		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--WT---				2	\$175.00			
E 8	3	09/04/13	09/08/13	Newschannel 3 News	4-5pm		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	---T---				1	\$175.00			
9	3	09/04/13	09/08/13	Newschannel 3 News	5-530pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	---T---				1	\$300.00			
10	3	09/09/13	09/09/13	Newschannel 3 News	5-530pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$210.00			
11	3	09/10/13	09/10/13	Newschannel 3 News	530-6pm		:30			NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	-T-----				1	\$205.00			

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

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Contract / Revision	Alt Order #
666787 /	07993013

Contract Dates	Product	Estimate #
09/04/13 - 09/10/13	CUCCINELLI/GOV/R	//100

Advertiser	Original Date / Revision
Cuccinelli/R/Governor	09/04/13 / 09/04/13

*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>			
12	3	09/04/13	09/08/13	Newschannel 3 News	530-6pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--11---				2	\$300.00			
13	3	09/04/13	09/08/13	M-F 7-730pm	7p-730pm		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--11---				2	\$315.00			
14	3	09/09/13	09/09/13	M-F 7-730pm	7p-730pm		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$280.00			
15	3	09/10/13	09/10/13	The Insider	730p-8pm		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	-T-----				1	\$280.00			
16	3	09/04/13	09/08/13	The Insider	730p-8pm		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	----F--				1	\$315.00			
17	3	09/09/13	09/10/13	Late News (M-F)	11-1135p		:30			NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	11-----				2	\$420.00			
18	3	09/04/13	09/08/13	Late News (M-F)	11-1135p		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	--11---				2	\$385.00			
19	3	09/04/13	09/08/13	Late News (Sa-Su)	11-1135p		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----11				2	\$280.00			
20	3	09/07/13	09/07/13	Redskins Overnight	1205-1235am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S-				1	\$35.00			
21	3	09/07/13	09/07/13	Redskins Overnight	1135p-1205am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S-				1	\$35.00			
22	3	09/08/13	09/08/13	Face the Nation	1030-11am		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$245.00			
23	3	09/08/13	09/08/13	Redskins Coaches Show	Various		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$70.00			
24	3	09/08/13	09/08/13	Sunday Prime	7-8pm		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$630.00			
25	3	09/08/13	09/08/13	NFL Football (Early)	1-4p		:30			NM	1	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$1,625.00			
N 26	3	09/09/13	09/10/13	NewsChannel 3 News	5-6am		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	MT-----				2	\$100.00			
N 27	3	09/08/13	09/08/13	NFL Today	Various		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$500.00			
N 28	3	09/08/13	09/08/13	NFL Football (Early)	1-4p		:30			NM	1	\$1,625.00

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Cuccinelli/R/Governor	09/04/13 / 09/04/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S				1	\$1,625.00			
N 29	3	09/07/13	09/07/13	US Open Tennis	11am-10pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/02/13	09/08/13	-----S-				1	\$350.00			
N 30	3	09/09/13	09/09/13	CBS Daytime	1230-3p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/09/13	09/15/13	M-----				1	\$175.00			
Totals											41	\$12,705.00

Time Period	# of Spots	Gross Amount	Net Amount
08/26/13 - 09/10/13	41	\$12,705.00	\$10,799.25
<b>Totals</b>	<b>41</b>	<b>\$12,705.00</b>	<b>\$10,799.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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