

CONTRACT



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

www.wtkr.com

And:

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

<u>Contract / Revision</u> 645208 /		<u>Alt Order #</u> 07970520
<u>Product</u> CUCCINELLI/GOV/R		
<u>Contract Dates</u> 06/03/13 - 06/09/13		<u>Estimate #</u>
<u>Advertiser</u> Cuccinelli/R/Governor		<u>Original Date / Revision</u> 05/31/13 / 05/31/13
<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> CUCC	<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
N 1	3	06/05/13	06/05/13	NewsChannel 3 News	5-6am		1:00			NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	--W----				1	\$330.00			
N 2	3	06/03/13	06/09/13	NewsChannel 3 News	6-7am		1:00			NM	4	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	1-111--				4	\$490.00			
N 3	3	06/03/13	06/09/13	CBS This Morning	7-9am		1:00			NM	3	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	11-1---				3	\$330.00			
N 4	3	06/06/13	06/06/13	NewsChannel 3 News	12n-1230pm		1:00			NM	1	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	---T---				1	\$590.00			
N 5	3	06/03/13	06/09/13	M-F 3-4p	3-4pm		1:00			NM	4	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	1111---				4	\$490.00			
N 6	3	06/03/13	06/09/13	NewsChannel 3 News	4-5pm		1:00			NM	2	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	11-----				2	\$440.00			
N 7	3	06/03/13	06/09/13	NewsChannel 3 News	5-530pm		1:00			NM	4	\$2,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	1111---				4	\$510.00			
N 8	3	06/03/13	06/09/13	NewsChannel 3 News	530-6pm		1:00			NM	4	\$2,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	1111---				4	\$510.00			
N 9	3	06/03/13	06/09/13	NewsChannel 3 News	6-630pm		1:00			NM	4	\$2,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	-1111--				4	\$710.00			
N 10	3	06/03/13	06/09/13	M-F 7-730pm	7p-730pm		1:00			NM	1	\$445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	-T-----				1	\$445.00			
N 11	3	06/03/13	06/09/13	Late News (M-F)	11-1135p		1:00			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/13	06/09/13	1-1-1--				3	\$800.00			

(* 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 until payment in full is received by station. 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 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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645208 /	07970520

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/03/13 - 06/09/13	CUCCINELLI/GOV/R	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cuccinelli/R/Governor	05/31/13 / 05/31/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		Start Date	End Date	Weekdays			Spots/Week		Rate			
N 12 3		06/09/13	06/09/13	Late News (Sa-Su)	11-1135p		1:00			NM	1	\$890.00
		Start Date	End Date	Weekdays			Spots/Week		Rate			
Week:		06/03/13	06/09/13	-----S			1		\$890.00			
Totals											32	\$17,365.00

Time Period	# of Spots	Gross Amount	Net Amount
05/27/13 - 06/09/13	32	\$17,365.00	\$14,760.25
Totals	32	\$17,365.00	\$14,760.25

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Neil Williams
 being/on behalf of: Ken Cuccinelli, a legally
 qualified candidate of the Republican political
 party for the office of: Governor
 in the General
 election to be held on: 11/5/13

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Ken Cuccinelli for Governor

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Chris Marston

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

4/26/13

Date

[Signature]

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title