

# CONTRACT



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

And:

**DIA Advertising**  
**223 East City Hall Ave**  
**Suite 400**  
**Norfolk, VA 23510**

<u>Contract / Revision</u> 731446 /		<u>Alt Order #</u>
<u>Product</u> <b>Davenport for VA Beach Mayor 2018</b>		
<u>Contract Dates</u> <b>10/21/18 - 11/06/18</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Davenport for VA Beach Mayor</b>		<u>Original Date / Revision</u> 10/30/18 / 10/30/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTKR-TV</b>	<u>Account Executive</u> Local WTKR House	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	3	10/29/18	11/06/18	M-F 5a-6a	5a-6a		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$150.00				
Week:		11/05/18	11/11/18	MT-----				2	\$150.00				
2	3	10/29/18	11/06/18	M-F 6a-7a	6a-7a		:30				NM	5	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$255.00				
Week:		11/05/18	11/11/18	MT-----				2	\$255.00				
3	3	10/29/18	11/06/18	M-F 7a-9a	7a-9a		:30				NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$165.00				
Week:		11/05/18	11/11/18	MT-----				2	\$165.00				
4	3	10/29/18	11/06/18	M-F 10a-11a	10a-11a		:30				NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$95.00				
Week:		11/05/18	11/11/18	MT-----				2	\$95.00				
5	3	10/29/18	11/06/18	M-F 12p-1230p	12p-1230p		:30				NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$210.00				
Week:		11/05/18	11/11/18	M-----				1	\$210.00				
6	3	10/29/18	11/06/18	M-F Afternoon Rot	1230p-3p		:30				NM	6	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				4	\$185.00				
Week:		11/05/18	11/11/18	M-----				2	\$185.00				
7	3	10/29/18	11/02/18	M-F 3p-4p	3p-4p		:30				NM	4	\$820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				4	\$205.00				
8	3	10/29/18	11/02/18	M-F 5p-530p	5p-530p		:30				NM	2	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				2	\$255.00				
9	3	10/29/18	11/02/18	M-F 530p-6p	530p-6p		:30				NM	2	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				2	\$255.00				
10	3	10/29/18	11/02/18	M-F 6p-630p	6p-630p		:30				NM	3	\$1,050.00

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

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<u>Contract / Revision</u> 731446 /		<u>Alt Order #</u>
<u>Contract Dates</u> <b>10/21/18 - 11/06/18</b>	<u>Product</u> Davenport for VA Beach	<u>Estimate #</u>
<u>Advertiser</u> <b>Davenport for VA Beach I</b>		<u>Original Date / Revision</u> 10/30/18 / 10/30/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$350.00				
11	3	10/29/18	11/02/18	M-F 7p-730p	7p-730p		:30				NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				2	\$295.00				
12	3	10/29/18	11/05/18	M-F 730p-8p	730p-8p		:30				NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				2	\$275.00				
Week:		11/05/18	11/11/18	M-----				1	\$275.00				
13	3	10/29/18	11/02/18	M-F 11p-1135p	11p-1135p		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$350.00				
14	3	10/29/18	11/05/18	M-F 1135p-1235a	1135p-1235a		:30				NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				4	\$135.00				
Week:		11/05/18	11/11/18	M-----				1	\$135.00				
15	3	10/27/18	10/27/18	Sa 9a-11a	9a-11a		:30				NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S-				2	\$130.00				
16	3	10/27/18	11/03/18	Inside The Redskins	1135p-1205a		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S-				1	\$50.00				
Week:		10/29/18	11/04/18	-----S-				1	\$50.00				
17	3	10/28/18	10/28/18	Su 9a-1030a	9a-1030a		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S				1	\$485.00				
18	3	10/28/18	10/28/18	Su 1030a-11a	1030a-11a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S				1	\$210.00				
		<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	10/22/18-10/28/18	Su 1030a-11a	1030a-11a	-----Su	:30	<del>\$210.00</del>		NM		
See MG 23.4,23.5,23.6													
19	3	10/29/18	11/02/18	M-F 4p-5p	4p-5p		:30				NM	3	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$205.00				
20	3	10/29/18	10/29/18	Monday Prime Hour 2	9p-10p magnum		:30				NM	1	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	M-----				1	\$1,540.00				
21	3	11/03/18	11/03/18	College Football Prime Gm	8-11p AL vs LSU		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-----S-				1	\$1,000.00				
22	3	10/21/18	10/21/18	NFL Reg Ssn Local Tm	430-730p Redskins		:30				NM	1	\$5,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----S				1	\$5,750.00				
23	3	10/29/18	11/02/18	M-F 9a-10a	9a-10a		:30				NM	4	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$155.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	<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	10/29/18-11/04/18	M-F 9a-10a	9a-10a	MTuWThF----	:30		<del>\$155.00</del>		NM		
	See MG 23.4,23.5,23.6												
	3	3	10/29/18-11/04/18	M-F 9a-10a	9a-10a	MTuWThF----	:30		<del>\$155.00</del>		NM		
	See MG 23.4,23.5,23.6												
	4	3	10/30/18-11/02/18	M-F 6a-7a	6a-7a	-TuWThF----	:30		\$255.00		NM		
	Ⓜ	MG for 18.1,23.3,23.1											
	5	3	10/30/18-11/02/18	M-F 6a-7a	6a-7a	-TuWThF----	:30		\$255.00		NM		
	Ⓜ	MG for 18.1,23.3,23.1											
	6	3	10/30/18-11/02/18	M-F 205a-4a	2:37 XM-4:00 XM	-TuWThF----	:30		\$10.00		NM		
24	3	10/29/18	11/02/18	M-F 11a-12p	11a-12p		:30				NM	3	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTWTF--				3	\$205.00				
25	3	11/03/18	11/03/18	Sa 9a-11a	9a-11a		:30				NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-----S-				2	\$130.00				
26	3	10/30/18	10/30/18	Tuesday Prime Hour 3	10p-11p ncis-no		:30				NM	1	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-T-----				1	\$1,540.00				
27	3	10/31/18	10/31/18	Wednesday Prime Hour 1	8p-9p survivor		:30				NM	1	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	--W----				1	\$1,260.00				
28	3	11/01/18	11/01/18	Thursday Prime Hour 1	8p-9p bang/sheldor		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	---T---				1	\$2,100.00				
N 29	3	11/03/18	11/03/18	College Football Late Gm	330-7p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-----S-				1	\$500.00				
N 30	3	11/05/18	11/05/18	Monday Prime Hour 1	8p-9p neighborhood		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/18	11/11/18	M-----				1	\$1,100.00				
<b>Totals</b>								0.00				79	\$29,105.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	5	\$6,545.00	(\$981.75)	\$5,563.25
10/29/18 - 11/06/18	74	\$22,560.00	(\$3,384.00)	\$19,176.00
<b>Totals</b>	79	\$29,105.00	(\$4,365.75)	\$24,739.25

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

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