WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

# Contract # 193916

| | |
|---|---|
| **Schedule Dates** | 08/17/12-08/21/12 |
| **Advertiser** | Romney/P/R (15707) |
| **Agency** | American Rambler Production (5128) |
| **Product** | Political-Political (1088) |
| **Brand** | Romney for President (67445) |
| **Salesperson** | Petro, Susan (1110) |
| **Sales Office** | WJLA - Core Team |
| **Buyer Name** | Kincaid,Stephanie |
| **Phone/Fax** | (202) 567-6193 / |
| **CPE** | ROMNEY/8/17-8/12/Add to Est 326 |
| **Account Types** | Local/Political Candidate Agency |
| **Billing Type** | Standard |
| **Comments** | |

| | |
|---|---|
| **Date Entered** | 08/16/12 |
| **Last Modified** | 08/16/12 |
| **Entered By** | Susan Petro |
| **CO-OP** | No |
| **Headline #** | |
| **Demo** | |
| **Order Type** | Normal |
| **Package Deal** | |
| **Commission %** | 15.00 |
| **Commission** | $10,350.00 |
| **Net Total** | $58,650.00 |
| **Sales Tax** | |

**WJLA Arlington (WJLA)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Aug. 2012 | 46 | $69,000.00 |
| Grand Total: | 46 | $69,000.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1.0 | Normal Line / SPOT | 08/17/12-08/17/12 | 3 | :30 | 4:58P- NEWS-ABC 7 NEWS @ 5P | | | | | | 1 | | | 1 | $3,200.00 | $3,200.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 2.0 | Normal Line / SPOT | 08/17/12-08/17/12 | 3 | :30 | 4:30A- NEWS-GOOD MORNING WASHINGTON @430A | | | | | | 2 | | | 2 | $200.00 | $400.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 3.0 | Normal Line / SPOT | 08/17/12-08/17/12 | 3 | :30 | 9:01P- ABC--20/20 | | | | | | 1 | | | 1 | $6,000.00 | $6,000.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 4.0 | Normal Line / SPOT | 08/18/12-08/18/12 | 3 | :30 | 6:58A- ABC--GOOD MORNING AMERICA SAT | | | | | | | 1 | | 1 | $1,200.00 | $1,200.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 5.0 | Normal Line / SPOT | 08/18/12-08/18/12 | 3 | :30 | 12P- NEWS-SATURDAY ABC 7 NEWS @12N | | | | | | | 3 | | 3 | $500.00 | $1,500.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 6.0 | Normal Line / SPOT | 08/18/12-08/18/12 | 4 | :30 | 7:57P- ABC 7 CINEMA SHOWCASE | | | | | | | 3 | | 3 | $1,500.00 | $4,500.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 7.0 | Normal Line / SPOT | 08/18/12-08/18/12 | 4 | :30 | 11P- NEWS-ABC 7 NEWS @ 11P | | | | | | | 3 | | 3 | $1,200.00 | $3,600.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 8.0 | Normal Line / SPOT | 08/19/12-08/19/12 | 4 | :30 | 7:58A- ABC--GOOD MORNING AMERICA SUN | | | | | | | | 1 | 1 | $1,000.00 | $1,000.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 9.0 | Normal Line / SPOT | 08/19/12-08/19/12 | 4 | :30 | 9:30A- WASHINGTON BUSINESS REPORT | | | | | | | | 1 | 1 | $1,500.00 | $1,500.00 | WJLA Arlington (WJLA) | | 8/16/12 |

CONFIRMATION CONTRACT

| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|---|---|---|---|---|
| | | | | |

B/E Bookend P/B Piggy Back

Printed At: 02:06 PM on Thursday, August 16 2012

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

# Contract # 193916

| | |
|---|---|
| **Schedule Dates** | 08/17/12-08/21/12 |
| **Advertiser** | Romney/P/R (15707) |
| **Agency** | American Rambler Production (5128) |
| **Product** | Political-Political (1088) |
| **Brand** | Romney for President (67445) |
| **Salesperson** | Petro, Susan (1110) |
| **Sales Office** | WJLA - Core Team |
| **Buyer Name** | Kincaid,Stephanie |
| **Phone/Fax** | (202) 567-6193 / |
| **CPE** | ROMNEY/8/17-8/12/Add to Est 326 |
| **Account Types** | Local/Political Candidate Agency |
| **Billing Type** | Standard |
| **Comments** | |

| | |
|---|---|
| **Date Entered** | 08/16/12 |
| **Last Modified** | 08/16/12 |
| **Entered By** | Susan Petro |
| **CO-OP** | No |
| **Headline #** | |
| **Demo** | |
| **Order Type** | Normal |
| **Package Deal** | |
| **Commission %** | 15.00 |
| **Commission** | $10,350.00 |
| **Net Total** | $58,650.00 |
| **Sales Tax** | |

**WJLA Arlington (WJLA)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Aug. 2012 | 46 | $69,000.00 |
| Grand Total: | 46 | $69,000.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 10.0 | Normal Line / SPOT | 08/19/12-08/19/12 | 4 | :30 | 5P- NEWS-SUNDAY ABC 7 NEWS @5P | | | | | | | | 3 | 3 | $800.00 | $2,400.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 11.0 | Normal Line / SPOT | 08/19/12-08/19/12 | 3 | :30 | 11P- NEWS-ABC 7 NEWS @ 11P | | | | | | | | 1 | 1 | $1,600.00 | $1,600.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 12.0 | Normal Line / SPOT | 08/19/12-08/19/12 | 3 | :30 | 12:05A- EXTRA WEEKEND | | | | | | | | 2 | 2 | $350.00 | $700.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 13.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 4:58A- NEWS-GOOD MORNING WASHINGTON @5A | | 2 | 2 | | | | | | 4 | $500.00 | $2,000.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 14.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 6A- NEWS-GOOD MORNING WASHINGTON @6A | | 1 | 1 | | | | | | 2 | $1,400.00 | $2,800.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 15.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) | | 1 | 1 | | | | | | 2 | $1,000.00 | $2,000.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 16.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 12:57P- ABC--THE CHEW | | 2 | 2 | | | | | | 4 | $1,000.00 | $4,000.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 17.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 4:58P- NEWS-ABC 7 NEWS @ 5P | | 1 | 1 | | | | | | 2 | $3,200.00 | $6,400.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 18.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 5:59P- NEWS-ABC 7 NEWS @ 6P | | 1 | 1 | | | | | | 2 | $3,200.00 | $6,400.00 | WJLA Arlington (WJLA) | | 8/16/12 |

CONFIRMATION CONTRACT

| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|---|---|---|---|---|
| | | | | |

B/E Bookend P/B Piggy Back

Printed At: 02:06 PM on Thursday, August 16 2012

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American Rambler Production
138 Conant Street
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# Contract # 193916

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| **Advertiser** | Romney/P/R (15707) |
| **Agency** | American Rambler Production (5128) |
| **Product** | Political-Political (1088) |
| **Brand** | Romney for President (67445) |
| **Salesperson** | Petro, Susan (1110) |
| **Sales Office** | WJLA - Core Team |
| **Buyer Name** | Kincaid,Stephanie |
| **Phone/Fax** | (202) 567-6193 / |
| **CPE** | ROMNEY/8/17-8/12/Add to Est 326 |
| **Account Types** | Local/Political Candidate Agency |
| **Billing Type** | Standard |
| **Comments** | |

| | |
|---|---|
| **Date Entered** | 08/16/12 |
| **Last Modified** | 08/16/12 |
| **Entered By** | Susan Petro |
| **CO-OP** | No |
| **Headline #** | |
| **Demo** | |
| **Order Type** | Normal |
| **Package Deal** | |
| **Commission %** | 15.00 |
| **Commission** | $10,350.00 |
| **Net Total** | $58,650.00 |
| **Sales Tax** | |

**WJLA Arlington (WJLA)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Aug. 2012 | 46 | $69,000.00 |
| Grand Total: | 46 | $69,000.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 19.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 4:30A- NEWS-GOOD MORNING WASHINGTON @430A | | 2 | 2 | | | | | | 4 | $200.00 | $800.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 20.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 6:27P- 6:30P (EST) | | 1 | 1 | | | | | | 2 | $3,500.00 | $7,000.00 | WJLA Arlington (WJLA) | | 8/16/12 |
| 21.0 | Normal Line / SPOT | 08/20/12-08/21/12 | 3 | :30 | 6:58P- 7P (EST) | | 1 | 1 | | | | | | 2 | $5,000.00 | $10,000.00 | WJLA Arlington (WJLA) | | 8/16/12 |

CONFIRMATION CONTRACT

| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|---|---|---|---|---|
| | | | | |

B/E Bookend P/B Piggy Back

Printed At: 02:06 PM on Thursday, August 16 2012

# 193916

Author: Susan Peto

WJLA Washington

ROMNEY/P/R

Proposal ID: 10420
Schedule Date: 8/17/2012 - 8/21/2012
Advertiser: ROMNEY/P/R
Product: Political-Political
Agency: AMERICAN RAMBLER PRODUCTION
Spot Length(s): :30
Market: Washington, DC (Hagrstwn) [8]

Acct. Exec: Susan Petro
Phone #: 703-236-9606
Email: spetro@wjla.com
Web Site: www.wjla.com

**Flight Dates: 8/17/2012-8/21/2012**

| Program / Time | SpotLength(s) | AU 17 | AU 20 | DMA P35+ RTG | Wks | Rate / Spots |
|---|---|---|---|---|---|---|
| **WJLA** | | | | | | |
| GM WASHINGTON 5A-6A<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 5:00a-6:00a | :30 | -- | 4 | p0.5<br>2<br>$1,000.00<br>Run Dates: 9/27/2008-12/31/2036 | 1 | $500.00<br>4 |
| GM WASHINGTON 6A-7A<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 6:00a-7:00a | :30 | -- | 2 | p0.9<br>1.8<br>$1,555.56<br>Run Dates: 9/27/2008-12/31/2036 | 1 | $1,400.00<br>2 |
| WHO WANTS TO BE A MILLIONAIRE<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 12:30p-1:00p | :30 | -- | 2 | p1.1<br>2.2<br>$909.09<br>Run Dates: 9/27/2008-12/31/2036 | 1 | $1,000.00<br>2 |
| THE CHEW<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 1:00p-2:00p | :30 | -- | 4 | p1.0<br>4<br>$1,000.00<br>Run Dates: 9/26/2011-12/31/2036 | 1 | $1,000.00<br>4 |
| NEWS 7 @ 5<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 5:00p-6:00p | :30 | 1 | 2 | p1.9<br>5.7<br>$1,684.21<br>Run Dates: 9/27/2008-12/31/2036 | 2 | $3,200.00<br>3 |
| NEWS 7 @ 6<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 6:00p-6:30p | :30 | -- | 2 | p2.5<br>5<br>$1,280.00<br>Run Dates: 9/27/2008-12/31/2036 | 1 | $3,200.00<br>2 |
| WORLD NEWS ADJ<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 6:27p-6:30p | :30 | -- | 2 | 2.6<br>5.2<br>$1,346.15<br>Run Dates: 9/16/2009-12/31/2036 | 1 | $3,500.00<br>2 |
| WORLD NEWS ADJ<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 6:57p-7:00p | :30 | -- | 2 | 3.8<br>7.6<br>$1,315.79<br>Run Dates: 9/16/2009-12/31/2036 | 1 | $5,000.00<br>2 |
| GM WASHINGTON 430A-5A<br>GRPs/Impressions<br>CPP/CPM<br>Mo-Fr 4:30a-5:00a | :30 | 2 | 4 | p0.3<br>1.8<br>$666.67<br>Run Dates: 9/3/2010-12/31/2036 | 2 | $200.00<br>6 |
| 20/20 SPECIALS<br>GRPs/Impressions<br>CPP/CPM<br>Fri 9:00p-11:00p | :30 | 1 | -- | p2.1<br>2.1<br>$2,857.14<br>Run Dates: 7/20/2012-9/7/2012 | 1 | $6,000.00<br>1 |
| GMA 7A-8A<br>GRPs/Impressions<br>CPP/CPM<br>Sat 7:00a-8:00a | :30 | 1 | -- | p1.0<br>1<br>$1,200.00<br>Run Dates: 9/27/2008-12/31/2036 | 1 | $1,200.00<br>1 |
| ABC 7 NEWS @ NOON<br>GRPs/Impressions<br>CPP/CPM<br>Sat 12:00p-1:00p | :30 | 3 | -- | *0.5<br>1.5<br>$1,000.00<br>Run Dates: 9/27/2008-12/31/2036 | 1 | $500.00<br>3 |

Note: Asterisk (*) indicates manual adjustment of estimate.

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WJLA Washington

ROMNEY/P/R

Author: Susan Peto

Proposal ID: 10420
Schedule Date: 8/17/2012 - 8/21/2012
Advertiser: ROMNEY/P/R
Product: Political-Political
Agency: AMERICAN RAMBLER PRODUCTION
Spot Length(s): :30
Market: Washington, DC (Hagrstwn) [8]

Acct. Exec: Susan Petro
Phone #: 703-236-9606
Email: spetro@wjla.com
Web Site: www.wjla.com

**Flight Dates: 8/17/2012-8/21/2012**

| Program / Time | SpotLength(s) | AU 17 | AU 20 | DMA P35+ RTG | Wks | Rate / Spots |
|---|---|---|---|---|---|---|
| **WJLA** | | | | | | |
| L. League Wrld Ser (Pool Play) | :30 | 3 | -- | 0.2 | 1 | $1,000.00 |
| GRPs/Impressions | | | | 0.6 | | 3 |
| CPP/CPM | | | | $5,000.00 | | |
| Sat 3:00p-5:30p | | | | Run Dates: 8/18/2012-8/19/2012 | | |
| ABC Movie | :30 | 2 | -- | 0.7 | 1 | $1,500.00 |
| GRPs/Impressions | | | | 2.1 | | 3 |
| CPP/CPM | | | | $2,142.86 | | |
| Sat 8:00p-10:00p | | | | Run Dates: 8/17/2012-12/31/2036 | | |
| ABC 7 NWS @11/WASH WEEKLY | :30 | 3 | -- | p1.0 | 1 | $1,200.00 |
| GRPs/Impressions | | | | 3 | | 3 |
| CPP/CPM | | | | $1,200.00 | | |
| Sat 11:00p-12:00a | | | | Run Dates: 7/3/2010-12/31/2036 | | |
| GMA 8A-9A | :30 | 1 | -- | p0.3 | 1 | $1,000.00 |
| GRPs/Impressions | | | | 0.3 | | 1 |
| CPP/CPM | | | | $3,333.33 | | |
| Sun 8:00a-9:00a | | | | Run Dates: 9/27/2008-12/31/2036 | | |
| Washington Business Report | :30 | 1 | -- | p0.2 | 1 | $1,500.00 |
| GRPs/Impressions | | | | 0.2 | | 1 |
| CPP/CPM | | | | $7,500.00 | | |
| Sun 9:30a-10:00a | | | | Run Dates: 1/16/2011-12/31/2036 | | |
| Little League World Series | :30 | 3 | -- | *0.5 | 1 | $1,000.00 |
| GRPs/Impressions | | | | 1.5 | | 3 |
| CPP/CPM | | | | $2,000.00 | | |
| Sun 2:00p-5:00p | | | | Run Dates: 8/17/2012-12/31/2036 | | |
| ABC 7 NEWS SUN | :30 | 3 | -- | p1.4 | 1 | $800.00 |
| GRPs/Impressions | | | | 4.2 | | 3 |
| CPP/CPM | | | | $571.43 | | |
| Sun 4:00p-6:00p | | | | Run Dates: 8/19/2012-11/11/2012 | | |
| ABC 7 NWS @11/WASH WEEKLY | :30 | 1 | -- | p1.5 | 1 | $1,600.00 |
| GRPs/Impressions | | | | 1.5 | | 1 |
| CPP/CPM | | | | $1,066.67 | | |
| Sun 11:00p-12:00a | | | | Run Dates: 7/4/2010-12/31/2036 | | |
| EXTRA WEEKEND | :30 | 2 | -- | p0.4 | 1 | $350.00 |
| GRPs/Impressions | | | | 0.8 | | 2 |
| CPP/CPM | | | | $875.00 | | |
| Sun 12:05a-1:05a | | | | Run Dates: 9/29/2008-9/16/2020 | | |
| **WJLA Totals** | | 28 | 24 | | | ~~$75,000.00~~ |
| | | | | **GRP/(000)** 54.1 | | **Spts:** ~~.82~~ 46 |
| | | | | **CPP/CPM:** $1,386.32 | | $69,000 |
| | | | | **Reach:** 31.9 | | |
| | | | | **Frequency:** 1.7 | | |

CREDIT

CREDIT

**SubTotal** Agency Commission @ 15% ~~$11,250.00~~ 10,350

Approved by: B. Kincaid

Agency Commission @ 15% ~~$11,250.00~~ 10,350

Approved by: _____

Note: Asterisk (*) indicates manual adjustment of estimate.

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Data © Nielsen Company

American Rambler Productions
WJLA001 WJLA
Account # Romney for President

| Payment Number | Check Date | Check Number |
|---|---|---|
| 00000000000004018 | Aug 15, 2012 | 3755 |

| Voucher Number | Invoice Number | Invoice Date | Outstanding Amt | Net Paid Amt | Discount Taken | Write Off | Net Check Amt |
|---|---|---|---|---|---|---|---|
| 00000000000004527 | BALANCE DUE 08.15 | 08/15/2012 | $58,650.00 | $58,650.00 | $0.00 | $0.00 | $58,650.00 |
| TOTALS: | | | $58,650.00 | $58,650.00 | $0.00 | $0.00 | $58,650.00 |

FOR SECURITY PURPOSES, THE FACE OF THIS DOCUMENT CONTAINS A TWO-TONED COLORED BACKGROUND AND MICROPRINTING IN THE BORDER

**American Rambler Productions**
**138 Conant Street**
**Beverly, MA 01915**

**Chain Bridge Bank, N.A.**
**1445-A Laughlin Avenue**
**McLEan, VA 22101**

056009479

**3755**

| DATE | AMOUNT |
|---|---|
| Aug 15, 2012 | $58,650.00 |

Pay Fifty Eight Thousand Six Hundred Fifty Dollars and 00 Cents

to the Order of:

WJLA
1100 Wilson Blvd.
6th Floor
Arlington, VA

SECURITY FEATURES INCLUDED. DETAILS ON BACK

⑈3755⑈ ⑆056009479⑆ 2100111547⑈

American Rambler Productions
WJLA001 WJLA
Account # Romney for President

| Payment Number | Check Date | Check Number |
|---|---|---|
| 00000000000004018 | Aug 15, 2012 | 3755 |

| Voucher Number | Invoice Number | Invoice Date | Outstanding Amt | Net Paid Amt | Discount Taken | Write Off | Net Check Amt |
|---|---|---|---|---|---|---|---|
| 00000000000004527 | BALANCE DUE 08.15 | 08/15/2012 | $58,650.00 | $58,650.00 | $0.00 | $0.00 | $58,650.00 |
| TOTALS: | | | $58,650.00 | $58,650.00 | $0.00 | $0.00 | $58,650.00 |