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

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 194114

Schedule Dates	08/22/12-08/26/12
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/8/22-8/28/EST 336
Account Types	Local/Political Candidate Agency
Billing Type	Standard
Comments	

Date Entered	08/20/12
Last Modified	08/22/12
Entered By	Susan Petro
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$20,205.00
Net Total	$114,495.00
Sales Tax	

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2012	76	$134,700.00
Grand Total:	76	$134,700.00

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	08/26/12-08/26/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	$1,000.00	$1,000.00	WJLA Arlington (WJLA)		8/20/12
2.0	Normal Line / SPOT	08/22/12-08/24/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				2	1	1			4	$1,400.00	$5,600.00	WJLA Arlington (WJLA)		8/20/12
3.0	Normal Line / SPOT	08/22/12-08/23/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA				2	2				4	$2,000.00	$8,000.00	WJLA Arlington (WJLA)		8/20/12
4.0	Normal Line / SPOT	08/24/12-08/24/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA						2			2	$2,000.00	$4,000.00	WJLA Arlington (WJLA)		8/20/12
5.0	Normal Line / SPOT	08/22/12-08/24/12	3	:30	9A- LIVE!				1	1	1			3	$1,200.00	$3,600.00	WJLA Arlington (WJLA)		8/20/12
6.0	Normal Line / SPOT	08/22/12-08/24/12	4	:30	10A- RACHAEL RAY				1	1	1			3	$500.00	$1,500.00	WJLA Arlington (WJLA)		8/20/12
7.0	Normal Line / SPOT	08/22/12-08/24/12	3	:30	10:58A- ABC--THE VIEW				1	1	1			3	$2,000.00	$6,000.00	WJLA Arlington (WJLA)		8/20/12
8.0	Normal Line / SPOT	08/22/12-08/24/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				2	2	2			6	$1,600.00	$9,600.00	WJLA Arlington (WJLA)		8/20/12
9.0	Normal Line / SPOT	08/22/12-08/24/12	3	:30	2P- ABC--GOOD AFTERNOON AMERICA				1	1	1			3	$1,400.00	$4,200.00	WJLA Arlington (WJLA)		8/20/12
10.0	Normal Line / SPOT	08/22/12-08/24/12	4	:30	3P- ABC--GENERAL HOSPITAL				1	1	1			3	$1,800.00	$5,400.00	WJLA Arlington (WJLA)		8/20/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 05:30 PM on Wednesday, August 22 2012

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WJLA-TV/DT WASHINGTON, DC

American Rambler Production
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11.0	Normal Line / SPOT	08/22/12-08/24/12	4	:30	3:59P- ANDERSON COOPER SHOW				1	1	1			3	$1,000.00	$3,000.00	WJLA Arlington (WJLA)		8/20/12
12.0	Normal Line / SPOT	08/22/12-08/24/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				2	2	2			6	$1,600.00	$9,600.00	WJLA Arlington (WJLA)		8/20/12
13.0	Normal Line / SPOT	08/22/12-08/24/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	2			6	$1,600.00	$9,600.00	WJLA Arlington (WJLA)		8/20/12
14.0	Normal Line / SPOT	08/22/12-08/22/12	4	:30	6:58P- WHEEL OF FORTUNE				1					1	$2,600.00	$2,600.00	WJLA Arlington (WJLA)		8/20/12
15.0	Normal Line / SPOT	08/22/12-08/22/12	4	:30	7:27P- JEOPARDY				1					1	$2,800.00	$2,800.00	WJLA Arlington (WJLA)		8/20/12
16.0	Normal Line / SPOT	08/24/12-08/24/12	4	:30	6:58P- WHEEL OF FORTUNE						1			1	$2,600.00	$2,600.00	WJLA Arlington (WJLA)		8/20/12
17.0	Normal Line / SPOT	08/24/12-08/24/12	4	:30	7:27P- JEOPARDY						1			1	$2,800.00	$2,800.00	WJLA Arlington (WJLA)		8/20/12
18.0	Normal Line / SPOT	08/22/12-08/24/12	4	:30	20938- NEWS-ABC 7 NEWS @ 11P				2	2	2			6	$2,800.00	$16,800.00	WJLA Arlington (WJLA)		8/20/12
19.0	Normal Line / SPOT	08/22/12-08/24/12	4	:30	49886- ABC--ABC NIGHTLINE				1	1	1			3	$1,400.00	$4,200.00	WJLA Arlington (WJLA)		8/20/12
20.0	Normal Line / SPOT	08/24/12-08/24/12	4	:30	9:01P- ABC--20/20						1			1	$6,000.00	$6,000.00	WJLA Arlington (WJLA)		8/20/12
21.0	Normal Line / SPOT	08/25/12-08/25/12	4	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1		1	$500.00	$500.00	WJLA Arlington (WJLA)		8/20/12

CONFIRMATION CONTRACT

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E Bookend P/B Piggy Back

inted At: 05:30 PM on Wednesday, August 22 2012

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22.0	Normal Line / SPOT	08/25/12-08/25/12	3	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							2		2	$1,000.00	$2,000.00	WJLA Arlington (WJLA)		8/20/12
23.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								2	2	$500.00	$1,000.00	WJLA Arlington (WJLA)		8/20/12
24.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	9A- INSIDE WASHINGTON								1	1	$2,500.00	$2,500.00	WJLA Arlington (WJLA)		8/20/12
25.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	6:58P- ABC--AMERICA'S FUNNIEST HOME VIDEOS								1	1	$2,500.00	$2,500.00	WJLA Arlington (WJLA)		8/20/12
26.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	9P- ABC--EXTREME MAKEOVER WEIGHT LOSS								1	1	$2,500.00	$2,500.00	WJLA Arlington (WJLA)		8/20/12
27.0	Normal Line / SPOT	08/26/12-08/26/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	$1,600.00	$3,200.00	WJLA Arlington (WJLA)		8/20/12
28.0	Normal Line / AUTO	08/25/12-08/25/12	4	:30	7:28P- SPORTS--ABC CAR RACING PRIME							2		2	$1,500.00	$3,000.00	WJLA Arlington (WJLA)		8/21/12
29.0	Normal Line / NFL Football	08/23/12-08/23/12	4	:30	7:28P- SPORTS-BALTIMORE RAVENS FOOTBALL GAME					1				1	$5,400.00	$5,400.00	WJLA Arlington (WJLA)		8/22/12
30.0	Normal Line / AUTO	08/25/12-08/25/12	4	:30	7:28P- SPORTS--ABC CAR RACING PRIME							1		1	$1,600.00	$1,600.00	WJLA Arlington (WJLA)		8/22/12
31.0	Normal Line / AUTO	08/25/12-08/25/12	4	:30	7:28P- SPORTS--ABC CAR RACING PRIME							1		1	$1,600.00	$1,600.00	WJLA Arlington (WJLA)		8/22/12

CONFIRMATION CONTRACT

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

B/E Bookend P/B Piggy Back

Printed At: 05:30 PM on Wednesday, August 22 2012

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:**
WJLA - Arlington	8/20/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the Primary

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*See schedules for August 25-31					

Total Charges: *See schedules for August 25-31

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TvSCAN

Stephanie Kincaid - 8/17/12 4:53 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

Buyer	Stephanie Kincaid	Order Number	336
Client	Romney for President, Inc.	Campaign	August 22-28
		Flight	Flight 1 08/22/12-08/28/12
Station	WJLA	Agency	American Rambler Productio
Address		Address	

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GOOD-WASH 600A We-Fr 6:00a- 7:00a	$1,400	Aug22-Aug24	:30	4	--	--	2	1	1	--	--
GD MRN AMR-ABC We-Fr 7:00a- 9:00a	$2,000	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
REGIS&KELLY We-Fr 9:00a-10:00a	$1,200	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
RACHAEL RAY We-Fr 10:00a-11:00a	$500	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
VIEW-ABC We-Fr 11:00a-12:00p	$2,000	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 12 We-Fr 12:00p-12:30p	$1,600	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
GOOD AFTERNOON AMERICA We-Fr 2:00p- 3:00p	$1,400	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
GENRL HOSPITAL We-Fr 3:00p- 4:00p	$1,800	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
ANDERSON We-Fr 4:00p- 5:00p	$1,000	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 5 We-Fr 5:00p- 6:00p	$1,600	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
ABC7 NWS AT 6 We-Fr 6:00p- 6:30p	$1,600	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
WHEEL-FORTNE We-Fr 7:00p- 7:30p	$2,600	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
JEOPARDY We-Fr 7:30p- 8:00p	$2,800	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 11 We-Fr 11:00p-11:30p	$2,800	Aug22-Aug24	:30	6	--	--	2	2	2	--	--

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TAPSCAN

TvSCAN

Broadcast Order/Confirmation

Stephanie Kincaid - 8/17/12 4:53 PM

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
ABC-NITELINE We-Fr 11:30p-12:00a	$1,400	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
20/20-FRI-ABC Fri 10:00p-11:00p	$5,000	Aug24-Aug24	:30	1	--	--	--	--	1	--	--
GD MRN-SAT-ABC Sat 7:00a- 8:00a	$500	Aug25-Aug25	:30	1	--	--	--	--	--	1	--
NEWS Sat 6:00p- 6:30p	$1,000	Aug25-Aug25	:30	2	--	--	--	--	--	2	--
WHEEL-FORTNE W Sat 7:00p- 7:30p	$800	Aug25-Aug25	:30	2	--	--	--	--	--	2	--
JEOPARDY-WKND Sat 7:30p- 8:00p	$800	Aug25-Aug25	:30	2	--	--	--	--	--	2	--
NASCAR Sat 7:30p-11:00p	$1,500	Aug25-Aug25	:30	2	--	--	--	--	--	2	--
GD MRN-SUN-ABC Sun 8:00a- 9:00a	$500	Aug26-Aug26	:30	2	--	--	--	--	--	--	2
INSD WASHINGTN Sun 9:00a- 9:30a	$2,500	Aug26-Aug26	:30	1	--	--	--	--	--	--	1
ABC7 NW AT 630 Sun 6:30p- 7:00p	$1,000	Aug26-Aug26	:30	1	--	--	--	--	--	--	1
AMR-VIDEOS-ABC Sun 7:00p- 8:00p	$2,500	Aug26-Aug26	:30	1	--	--	--	--	--	--	1
EXTREME MAKEOVER Sun 9:00p-11:00p	$2,500	Aug26-Aug26	:30	1	--	--	--	--	--	--	1
ABC7 NWS AT 11 Sun 11:00p-12:00a	$1,600	Aug26-Aug26	:30	2	--	--	--	--	--	--	2
WJLA Totals	**$134,700**			**79**							

Monthly	Aug 2012	Sep 2012
Gross Cost	$134,700.00	$0.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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TAPSCAN

Susan Petro

From: Stephanie Kincaid [kincaid@ssgmedia.com]
Sent: Wednesday, August 22, 2012 11:35 AM
To: Susan Petro
Subject: RE: Romney 8/22-8/28

All approved.

From: Susan Petro [mailto:spetro@wjla.com]
Sent: Wednesday, August 22, 2012 11:29 AM
To: Stephanie Kincaid
Subject: Romney 8/22-8/28

Hi Stephanie:

On this schedule – there are program changes effecting some spots purchased:

1x Wheel of Fortune Thursday 8/23 7-730p $2600- Baltimore Ravens Pre-Game
1x Jeopardy Thursday 8/23 730-8p $2800 Baltimore Raves Pre-Season Game

Can run 1x in the Ravens Game 730-1030p - $5400

Also:

Sat 8/25
1x Wheel & 1x Jeopardy at $800 each – not airing due to Nascar - **can run 1x 730-11p – Nascar at $1600**

Please let me know if these are ok.

Also, are you available for lunch tomorrow – 1pm – Tuscarora Mill? (or anywhere else you would want to go)

Let me know – Thanks Stephanie.

Susan Petro
Account Executive
WJLA-ABC7
1100 Wilson Blvd., 6th Floor
Arlington, VA 22209
703-236-9606 - Direct Line
703-236-2341 - Fax
spetro@wjla.com

Susan Petro

From: Susan Petro
Sent: Wednesday, August 22, 2012 11:29 AM
To: 'Stephanie Kincaid'
Subject: Romney 8/22-8/28

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