



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

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 197418

Schedule Dates

10/01/12-10/05/12

Advertiser

Sobhani for Senate (16132)

Agency

SRH Media Inc. (3168)

Product

Political-Political (1088)

Brand

Sobhani 10/1-10/5 (72204)

Salesperson

Petro, Susan (1110)

Sales Office

WJLA - Core Team

Buyer Name

Hazelton, Steve

Phone/Fax

/

CPE

SOBHANI/10/1-10/5/12

Account Types

Local/Political Candidate Agency

Billing Type

Standard

Comments

Date Entered 09/28/12

Last Modified 09/28/12

Entered By Susan Petro

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$5,025.00

Net Total \$28,475.00

Sales Tax

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Oct. 2012	14	\$33,500.00
Grand Total:	14	\$33,500.00

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	10/01/12-10/05/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1				1	1			3	\$300.00	\$900.00	WJLA Arlington (WJLA)		9/28/12
2.0	Normal Line / SPOT	10/02/12-10/03/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/28/12
3.0	Normal Line / SPOT	10/03/12-10/03/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1			1					1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/28/12
4.0	Normal Line / SPOT	10/03/12-10/03/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1				1				1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/28/12
5.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 5P	2				1	1			2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/28/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	2				1	1			2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)		9/28/12
7.0	Normal Line / SPOT	10/04/12-10/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1						1		1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		9/28/12
8.0	Normal Line / SPOT	10/02/12-10/04/12	3	:30	6:58P- WHEEL OF FORTUNE	2						1		2	\$4,500.00	\$9,000.00	WJLA Arlington (WJLA)		9/28/12
9.0	Normal Line / SPOT	10/04/12-10/04/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1						1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/28/12

CONFIRMATION CONTRACT

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

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.

Sobhani DC Oct. 1-5

Date: 9/26/2011

Client: Sobhani
 Media: TV
 Product: N/A
 Primary Demo: Adults 35+

Flight Start Date: 10/1/2012
 Flight End Date: 10/5/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:
 Fax:

Daypart	COST	Days					Total Spots
		Mon 10/1	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

Program	Start	End	Spots	Mon	Tue	Wed	Thu	Fri	Total Spots
M-F 7:30p-8p jeopardy	\$2,400.00	5000	30	1	0	1	0	1	3
M 8p-10p dance with stars	\$8,000.00		30	0	0	0	0	0	0
Th 10p-11p Scandal premiere	\$6,000.00		30	0	0	0	0	0	0
Su 7p-8p once upon a time	\$1,800.00		30	0	0	0	0	0	0
M-F 6:27p-6:30p world news	\$4,000.00		30	1	0	0	1	0	2
Sa 8p-11:30p NCAAF: WISC @ NEB	\$2,500.00		30	0	0	0	0	0	0
M-F 11p-11:35p late news	\$1,800.00	3600	30	0	1	0	1	1	3
Total Spots:				3	4	3	4	4	18

Total Cost: \$31,300.00

OCT 12 \$31,300.00

18

31,300
 1,400 GA
~~\$33,600~~

\$19,125 NET DOE
 TO CLEAR

New Total = 23,800
 Credit = 1,300
 ADDITIONAL \$ → 22,500 GROSS

Susan Petro

From: Steve Hazleton [steve@srhmedia.com]
Sent: Friday, September 28, 2012 2:03 PM
To: Susan Petro
Subject: RE: Attached Image

Done, thanks.

Steve Hazleton
SRH Media Inc.
301-879-0010

From: Susan Petro [mailto:spetro@wjla.com]
Sent: Friday, September 28, 2012 1:56 PM
To: Steve Hazleton
Subject: RE: Attached Image

By doing that – the new total is \$31,200 gross - \$100 under your order and you still have the \$1300 credit from this week – do you want to add a 6a spots for \$1400 and then it would be all clear including credits

From: Steve Hazleton [mailto:steve@srhmedia.com]
Sent: Friday, September 28, 2012 1:48 PM
To: Susan Petro
Subject: RE: Attached Image

I need to make the money work for this order, can you pull out the Jeopardy and World News spots and offer a suggestion for the \$500?

And check my math on that.

Thanks.

Steve Hazleton
SRH Media Inc.
301-879-0010

From: Susan Petro [mailto:spetro@wjla.com]
Sent: Friday, September 28, 2012 1:38 PM
To: Steve Hazleton
Subject: FW: Attached Image

Here are the changes

From: wjla-canon@wjla.com [mailto:wjla-canon@wjla.com]
Sent: Friday, September 28, 2012 1:30 PM
To: Susan Petro
Subject: Attached Image