WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977

Media Strategies & Research
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

# Contract # 47708

| | |
|---|---|
| Schedule Dates | 10/22/12-10/28/12 |
| Advertiser | WARREN FOR SENATE 2012 (3373) |
| Agency | Media Strategies & Research (1800) |
| Product | POLITICAL CANDIDATE (1051) |
| Brand | Est 11666 10/22 - 10/28 2012 (27411) |
| Salesperson | Shiebler, Charles (1011) |
| Sales Office | WHDH |
| Buyer Name | |
| Phone/Fax | / |
| CPE | 11666 |
| Account Types | Local/Political Candidate Agency |
| Billing Type | Standard |
| Comments | |

| | |
|---|---|
| Date Entered | 08/29/12 |
| Last Modified | 10/18/12 |
| Entered By | Krista Gordon |
| CO-OP | No |
| Headline # | |
| Demo | |
| Order Type | Normal |
| Package Deal | |
| Commission % | 15.00 |
| Commission | $60,802.50 |
| Net Total | $344,547.50 |
| Sales Tax | |

**WHDH Boston (WHDH)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Oct. 2012 | 229 | $405,350.00 |
| Grand Total: | 229 | $405,350.00 |

| 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 4 | :30 | 5A- 7 News Today in New England | | 1 | 1 | 1 | 1 | 1 | | | 5 | $350.00 | $1,750.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 2.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 4 | :30 | 5:30A- 7 News Today in New England | | 1 | 1 | 1 | 1 | 1 | | | 5 | $350.00 | $1,750.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 3.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 4 | :30 | 6A- 7 News Today in New England | | 2 | 2 | 2 | 2 | 2 | | | 10 | $750.00 | $7,500.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 4.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 4 | :30 | 6:30A- 7 News Today in New England | | 2 | 2 | 2 | 2 | 2 | | | 10 | $750.00 | $7,500.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 5.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 7A- Today Show | | 2 | 2 | 2 | 2 | 2 | | | 10 | $2,300.00 | $23,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 6.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 8A- Today Show | | 2 | 2 | 2 | 2 | 2 | | | 10 | $2,300.00 | $23,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 7.1 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 6:57A- Today Show Weekend | 2 | | | | | | X | | 2 | $400.00 | $800.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 8.1 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 9A- 7 News Today in New England-Sat | 2 | | | | | | X | | 2 | $400.00 | $800.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 9.1 | Normal Line / SPOT | 10/28/12-10/28/12 | 3 | :30 | 7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN | 1 | | | | | | | X | 1 | $500.00 | $500.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 10.1 | Normal Line / SPOT | 10/28/12-10/28/12 | 3 | :30 | 7:57A- TODAY SHOW-SUNDAY | 2 | | | | | | | X | 2 | $1,400.00 | $2,800.00 | WHDH Boston (WHDH) | | 10/17/12 |

## CONFIRMATION CONTRACT

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| Salesperson | Shiebler, Charles (1011) |
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| Phone/Fax | / |
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| Account Types | Local/Political Candidate Agency |
| Billing Type | Standard |
| Comments | |

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| Date Entered | 08/29/12 |
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| Entered By | Krista Gordon |
| CO-OP | No |
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WHDH Boston (WHDH)

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| Grand Total: | 229 | $405,350.00 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 9A- 7 News Today in New England 9-10A | | 1 | 1 | 1 | 1 | 1 | | | 5 | $1,000.00 | $5,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 12.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 9:30A- 7 News Today in New England 9-10A | | 1 | 1 | 1 | 1 | 1 | | | 5 | $1,000.00 | $5,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 13.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 10A- Today Show | | 2 | 2 | 2 | 2 | 2 | | | 10 | $850.00 | $8,500.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 14.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 11A- TODAY SHOW III (hour 4) | | 1 | 1 | 1 | 1 | 1 | | | 5 | $850.00 | $4,250.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 15.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 12P- 7 News at Noon | | 1 | 1 | 1 | 1 | 1 | | | 5 | $1,000.00 | $5,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 16.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 12:30P- 7 News at Noon | | 1 | 1 | 1 | 1 | 1 | | | 5 | $1,000.00 | $5,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 17.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 12:57P- Days of our Lives | | 1 | 1 | 1 | 1 | 2 | | | 6 | $900.00 | $5,400.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 18.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 2P- DOCTORS | | 1 | 1 | 1 | 1 | 1 | | | 5 | $600.00 | $3,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 19.1 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 10A- 7 News Today in New England-Sat | 2 | | | | | | X | | 2 | $400.00 | $800.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 20.1 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 9A- 7 News Today in New England-Sun | 2 | | | | | | | X | 2 | $400.00 | $800.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 21.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 3P- 3:56P (ET) | | 2 | 2 | 2 | 2 | 2 | | | 10 | $600.00 | $6,000.00 | WHDH Boston (WHDH) | | 10/17/12 |

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| Sales Office | WHDH |
| Buyer Name | |
| Phone/Fax | / |
| CPE | 11666 |
| Account Types | Local/Political Candidate Agency |
| Billing Type | Standard |
| Comments | |

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| Entered By | Krista Gordon |
| CO-OP | No |
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| Demo | |
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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 22.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 4P- 7 News at 4 | | 2 | 2 | 2 | 2 | 2 | | | 10 | $1,200.00 | $12,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 23.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 4:30P- 7 News at 4 | | 2 | 2 | 2 | 2 | 2 | | | 10 | $1,500.00 | $15,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 24.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 4:59P- 7 News at 5 | | 2 | 2 | 2 | 2 | 2 | | | 10 | $1,800.00 | $18,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 25.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 5:29P- 7 News at 5 | | 2 | 2 | 2 | 2 | 2 | | | 10 | $2,000.00 | $20,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 26.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 5:58P- 7 News at 6 | | 2 | 2 | 2 | 2 | 2 | | | 10 | $2,500.00 | $25,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 27.1 | Normal Line / SPOT | 10/27/12-10/27/12 | 3 | :30 | 6P- 6:30P (ET) | 2 | | | | | | X | | 2 | $2,500.00 | $5,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 28.1 | Normal Line / SPOT | 10/28/12-10/28/12 | 3 | :30 | 6P- 6:30P (ET) | 2 | | | | | | | X | 2 | $2,500.00 | $5,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 29.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 6:58P- 7:28P (ET) | | 2 | 2 | 2 | 2 | 2 | | | 10 | $2,200.00 | $22,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 30.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 7:28P- 7:58P (ET) | | 2 | 2 | 2 | 2 | 2 | | | 10 | $2,400.00 | $24,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 31.1 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 7P- Access Hollywood Sat | 1 | | | | | | X | | 1 | $400.00 | $400.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 32.1 | Normal Line / SPOT | 10/22/12-10/22/12 | 3 | :30 | 7:57P- THE VOICE | 1 | X | | | | | | | 1 | $15,000.00 | $15,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 33.1 | Normal Line / SPOT | 10/23/12-10/23/12 | 3 | :30 | 7:57P- THE VOICE | 1 | | X | | | | | | 1 | $15,000.00 | $15,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 34.1 | Normal Line / SPOT | 10/23/12-10/23/12 | 3 | :30 | 9P- 10P (ET) | 1 | | X | | | | | | 1 | $10,000.00 | $10,000.00 | WHDH Boston (WHDH) | Go On/Normal | 10/17/12 |
| 35.1 | Normal Line / SPOT | 10/24/12-10/24/12 | 3 | :30 | 7:58P- 9P (ET) | 1 | | | X | | | | | 1 | $7,500.00 | $7,500.00 | WHDH Boston (WHDH) | Animal/Guys | 10/17/12 |

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| **Schedule Dates** | 10/22/12-10/28/12 |
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| **Salesperson** | Shlebler, Charles (1011) |
| **Sales Office** | WHDH |
| **Buyer Name** | |
| **Phone/Fax** | / |
| **CPE** | 11666 |
| **Account Types** | Local/Political Candidate Agency |
| **Billing Type** | Standard |
| **Comments** | |

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| **Date Entered** | 08/29/12 |
| **Last Modified** | 10/18/12 |
| **Entered By** | Krista Gordon |
| **CO-OP** | No |
| **Headline #** | |
| **Demo** | |
| **Order Type** | Normal |
| **Package Deal** | |
| **Commission %** | 15.00 |
| **Commission** | $60,802.50 |
| **Net Total** | $344,547.50 |
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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 36.1 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 9P- Law & Order SVU | 1 | | | X | | | | | 1 | $3,000.00 | $3,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 38.1 | Normal Line / SPOT | 10/26/12-10/26/12 | 3 | :30 | 10P- DATELINE | 1 | | | | | X | | | 1 | $8,500.00 | $8,500.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 40.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 10:59P- 7 News at 11 PM | | 2 | 2 | 2 | 2 | 2 | | | 10 | $3,000.00 | $30,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 41.1 | Normal Line / SPOT | 10/27/12-10/27/12 | 3 | :30 | 10:59P- 7 News at 11 PM | 2 | | | | | | X | | 2 | $3,000.00 | $6,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 42.1 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 11:30P- 7 News at 11 PM | 1 | | | | | | | X | 1 | $1,600.00 | $1,600.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 43.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 12:37A- LATE NIGHT WITH JIMMY FALLON | | 1 | 1 | 1 | 1 | 1 | | | 5 | $1,000.00 | $5,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 44.1 | Normal Line / SPOT | 10/22/12-10/26/12 | 3 | :30 | 11:34P- THE TONIGHT SHOW W/ JAY LENO | | 2 | 2 | 2 | 2 | 2 | | | 10 | $1,600.00 | $16,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 45.1 | Normal Line / SPOT | 10/23/12-10/23/12 | 3 | :30 | 10P- PARENTHOOD | 1 | | X | | | | | | 1 | $10,000.00 | $10,000.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 46.1 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 10P- ROCK CENTER WITH BRIAN WILLIAMS | 1 | | | | X | | | | 1 | $3,200.00 | $3,200.00 | WHDH Boston (WHDH) | | 10/17/12 |
| 48.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 3 | :30 | 9P- The Office | | | | | 1 | | | | 1 | $10,000.00 | $10,000.00 | WHDH Boston (WHDH) | | 10/18/12 |

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