

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 MEDIA AD VENTURES, INC. - 12147 ATTN: CAROLYN BUSH 8136 OLD KEENE MILL ROAD SUITE A-300 SPRINGFIELD VA 22152

DATE: 09-14-2012

PAGE: 1

of 3

Contract No 397770 O9-05-2012 O9-13-2012 PREV# Advertiser MEEHAN FOR CONGRESS COMM, PAT MEEHAN FOR CONGRESS, PAT Product Code WPVI - PHILADELPHIA

П		Agency Est	#	CMS#	Sales Office	Ac	ccount Executive	Start Date	End D	Date	Billing					F	Package C	Contract Title	9	
ш	65 79 462			242789	PHILADELPHI	A A.	. CLIFFORD	10-22-2012	11-06-2		M (Bro							42789		
	ine	Start Date		Time Period		Descrip	otion			RC	Duratio	n N	1 T	W	Т	F S S	SPW	Price	Tot Spots	Total \$
	1	10-22-2012		Agency CPE: 05:00AM - 06	C:65 P:79 E		ING NEWS 5A MO-FR (6	948)		8	3	30 X	x	X	x	x	2	1,000	4	4,000.00
	2	11-05-2012	11-06-2012	05:00AM - 06	:00AM	MORNI	ING NEWS 5A MO-FR (6	948)		8	3	30 X	X				1	1,000	1	1,000.00
	3	10-22-2012	11-02-2012	06:00AM - 07	:00AM	MORNI	ING NEWS 6A MO-FR (6	949)		8	3	30 X	X	X	X	X	2	2,000	4	8,000.00
	4	11-05-2012	11-06-2012	06:00AM - 07	:00AM	MORNI	ING NEWS 6A MO-FR (6	949)		8	3	30 X	X				1	2,000	1	2,000.00
	5	10-22-2012	11-02-2012	07:00AM - 09	:00AM	MORNI	ING NEWS GMA 7A MO-	-FR (6910)		8	3	30 X	X	X	X	x	3	2,000	6	12,000.00
	6	11-05-2012	11-06-2012	07:00AM - 09	:00AM	MORNI	ING NEWS GMA 7A MO-	-FR (6910)		8	3	30 X	X				1	2,000	1	2,000.00
R	7	10-22-2012	11-02-2012	09:00AM - 10	:00AM	DAYTIN	ME 9-10A WEEKKDAY (6912)		9	3	30 X	X	X	X	x	3	800	6	4,800.00
R	8	11-05-2012	11-06-2012	09:00AM - 10	:00AM	DAYTIN	ME 9-10A WEEKKDAY (6912)		9	3	30 X	Х				1	800	1	800.00
	9	10-22-2012	11-02-2012	11:00AM - 12	:00PM	DAYTIN	ME 11A-12P MO-FR (691	14)		8	3	30 X	Х	X	X	x	3	1,600	6	9,600.00
	10	11-05-2012	11-06-2012	11:00AM - 12	:00PM	DAYTIN	ME 11A-12P MO-FR (691	14)		8	3	30 X	Х				1	1,600	1	1,600.00
	11	10-22-2012	11-02-2012	12:00PM - 12	:30PM	DAYTIN	ME NOON NEWS WEEK	DAY (6950)		8	3	30 X	Х	X	X	Х	3	1,700	6	10,200.00
	12	11-05-2012	11-06-2012	12:00PM - 12	:30PM	DAYTIN	ME NOON NEWS WEEK	DAY (6950)		8	3	30 X	Х				1	1,700	1	1,700.00
	13	10-22-2012	11-02-2012	03:00PM - 04	:00PM	DAYTIN	ME 3-4P MO-FR (7997)			9	3	30 X	Х	X	X	x	3	700	6	4,200.00
	14	11-05-2012	11-05-2012	03:00PM - 04	:00PM	DAYTIN	ME 3-4P MO-FR (7997)			9	3	30 X	(1	700	1	700.00
	15	10-22-2012	11-02-2012	04:00PM - 05	:00PM	EARLY	'NEWS 4P MO-FR (7239))		9	3	30 X	X	X	X	X	3	700	6	4,200.00



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 DATE: 09-14-2012 PAGE: 2

of 3

MEDIA AD VENTURES, INC. - 12147 ATTN: CAROLYN BUSH 8136 OLD KEENE MILL ROAD SUITE A-300 SPRINGFIELD VA 22152

Contract No | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market | Station/Market | WPVI - PHILADELPHIA

Annual Fatti								D:111:					1-		0			
Agency Est# 65 79 462		CMS #	Sales Office	Account Executive	Start Date	End Da		Billing		- 1 84-		0		- 1	Contract Title	е		
1.1.			242789	PHILADELPHI		10-22-2012	11-06-20	2012 M (Broadcast Month, Cycle 1) RC Duration M T W T F S S								242789		
Line	Start Date	End Date	Time Period		Description			RC	Duration	M	T	W	T F	S S	SPW	Price	Tot Spots	Total \$
			Agency CPE:	C:65 P:79 E	: 462													
16	11-05-2012	11-05-2012	04:00PM - 05:	:00PM	EARLY NEWS 4P MO-	FR (7239)		9	30	X					1	700	1	700.00
17	10-22-2012	11-02-2012	05:00PM - 06:	·nnPM	EARLY NEWS 5P MO	-FR (6988)		8	30	Y	Y	Y	х х		4	2,700	8	21,600.00
''	10 22 2012	11 02 2012	00.001 111 00.	.001 111	LAKET NEWO OF INO	111 (0000)		١		1 ^	^	^	, ,		•	2,700		21,000.00
								_									_	
18	11-05-2012	11-05-2012	05:00PM - 06:	:00PM	EARLY NEWS 5P MO	-FR (6988)		8	30	X					1	2,700	1	2,700.00
19	10-22-2012	11-02-2012	06:00PM - 06:	:30PM	EARLY NEWS 6P MO-	FR (6989)		8	30	X	X	Χ	х х		4	3,400	8	27,200.00
20	11-05-2012	11-05-2012	06:00PM - 06:	·30PM	EARLY NEWS 6P MO-	FR (6989)		8	30	X					1	3,400	1	3,400.00
-`	00 20.2	00 20.2	00.001 00.			(0000)		•		1						0, 100	-	0,100.00
	44 00 0040	44 04 0040	00 00014 07	00014	WEEKEND NEWO OA	OLL 0 700D (0000)								v v		4 000	اما	4 000 00
21	11-03-2012	11-04-2012	06:00PM - 07:	:30PM	WEEKEND NEWS SA-	SU 6-730P (6990)		8	30	1				х х	1	1,600	1	1,600.00
22	10-22-2012	11-02-2012	07:00PM - 08:	:00PM	ACCESS WEEKDAY (6	991)		8	30	X	Χ	Χ	X X		4	3,800	8	30,400.00
23	11-05-2012	11-05-2012	07:00PM - 08:	:00PM	ACCESS WEEKDAY (6	991)		8	30	X					1	3,800	1	3,800.00
			011001		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	.,				``						0,000	-	0,000.00
_,	40.04.0040	40.04.0040			DDIME 14/E0 (2040)							.,						
24	10-31-2012	10-31-2012	08:00PM - 09:	:00PM	PRIME WE8 (7019)			9	30)		X			1	6,000	1	6,000.00
25	10-22-2012	11-04-2012	11:00PM - 11:	:35PM	LATE NEWS MO-SU (6969)		8	30	X	Χ	Χ	X X	х х	3	4,000	6	24,000.00
26	11-05-2012	11-05-2012	11:00PM - 11:	·35PM	LATE NEWS MO-SU (6969)		8	30	X					1	4,000	1	4,000.00
-`	55 25 12	00 20.2				0000,		Ĭ		1 ^						.,000	-	1,000100
	10 00 0010	44 00 0040	44.05014.40	00444	. F. NIGHTI INF (0070)						v	v	v v			4.050	_	F 400 00
21	10-22-2012	11-02-2012	11:35PM - 12:	:02AM	LF NIGHTLINE (6970)			8	30	X	Х	Х	х х		2	1,350	4	5,400.00
28	11-05-2012	11-05-2012	11:35PM - 12:	:02AM	LF NIGHTLINE (6970)			8	30	X					1	1,350	1	1,350.00
20	10-28-2012	10-28-2012	11:35PM - 12:	:05AM	EAGLES FRENZY (722	29)		9	30					Х	1	500	1	500.00
-			1			,										550		333.30
	44 00 0040	44 04 0040	00-00444 00	-004M	WEEKEND OA OU O	AA (CO44)								v v		4 000	ام	4 000 00
30	11-03-2012	11-04-2012	08:00AM - 09	:UUAIVI	WEEKEND SA-SU GI	WA (0911)		8	30	1				х х	1	1,300	1	1,300.00



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 **DATE**: 09-14-2012 **PAGE**: 3 MEDIA AD VENTURES, INC. - 12147

of 3

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39	7770 09-0	5-2012 09-1	13-2012 2	MEEHAN FOR CO	ONGRESS COMM, PAT	MEEHAN FOR	CONGRES	S, PA	AT		POLITICALS	3		\	/PVI - PHIL	ADELPHIA
Agency Est# 65 79 462		CMS # 242789	Sales Office PHILADELPHIA				2 1			h, Cycle 1)			Contract Title 242789			
Line	Start Date	End Date	Time Period		escription			RC D	Duration	M T W	TFS	S	SPW	Price	Tot Spots	Total \$
			Agency CPE:	C:65 P:79 E:4	162											
31	11-03-2012	11-03-2012	09:00AM - 10:	00AM W	EEKEND NWS 9-10A	SA (10928)		8	30		X		1	1,300	1	1,300.00
32	10-28-2012	11-04-2012	07:00AM - 08:	00AM W	EEKEND NWS 7-8A S	U (7056)		8	30			x	1	600	2	1,200.00
33	10-28-2012	11-04-2012	08:00AM - 09:	00AM W	EEKEND NWS GMAS	U (7099)		8	30			x	1	1,300	2	2,600.00
34	10-28-2012	11-04-2012	09:00AM - 10:	00AM W	EEKEND NWS 9-1030	A SU (7057)		8	30			x	1	900	2	1,800.00
35	11-04-2012	11-04-2012	11:35PM - 12:	D5AM RC	OTATOR 5A-459AM (71	191)		9	30			х	1	500	1	500.00
												Cc	ontracte	d Gross Total	: 103	208,150.00
														al Gross Total		208,150.00
													Agency	Commission Net Total		31,222.50 176,927.50
Mor	nth/YR	·	Preempted		Made Good	Contract 1	Γotal		Ac	djustment	s					Actual Total
Oct	12		0.00		0.00	86,10	0.00			0.0	0					86,100.00
Nov	12		0.00		0.00	122,05	0.00			0.0	0				_	122,050.00
ТО	TAL		0.00	_	0.00	208,15	0.00			0.0	0					208,150.00