

**WCVB 5 TV Place** Needham, MA 02494 Main: (781)449-0400 Billing: (704)208-2348

Billing Address:

Pier 91 **Attention: Accounts Payable** 3050 K St NW Ste 100 Washington, DC 20007

Send Payment To:

5 04/30/24

05/06/24

The View

**WCVB** PO Box 14573 Des Moines, IA 50306-3573

IVOICE	тг		Page 1 of 3			
Property	WCVB					
Invoice #	3983545-1	Order #	3983545			
Invoice Date	05/12/24	Alt Order #	WOC14621294			
Invoice Month	May 2024	Deal #				
Invoice Period	04/29/24 - 05/06/24	Flight Dates	04/30/24 - 05/06/24			
Advertiser	Flexibility & Benefits	for MA Drivers	3			
Product	Issue					
Estimate #	13186					
	Account Executive	Scott Tarka				
	Sales Office	Boston				
	Sales Region	Local				
	Agency Code					
	Advertiser Code	633				
	Billing Calendar	Broadcast				
	Billing Type	Cash				
	Special Handling					
	Agency Ref					
	Advertiser Ref					
	Product 1	673				

Product 2

Unless specified on the line levels below, the Class of Time purchased is Non Pre-emptible

Line   Start Date   End Date   Description   Start/End Time   MTWTFSS   Length   Week   Rate   Type								Spots/			
Weeks:   Start Date   End Date   MIWIFSS   Spots/Week   Start/Late   Odf/30/24   Odf/06/24   MIWIF 2   Start/Late   Start/Late   Odf/30/24   Odf/06/24   Start/Late   Odf/06/24   Odf/	Line Start	Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
Spots: # Ch	1 04/30	/24	05/06/24	6a Eyeopener	558-7a	МГWГF	:30	2	\$2,000.00	NM	
2	Weeks										
2	Spots: #	Ch	Day Air	r Date Air Time D	escription	Start/End Time	Lengt	h Ad-ID			Rate Type
2 04/30/24   05/06/24   Good Morning America   658-9a   MTWTF-   :30   5   \$1,800.00   NM		WCVE	3 Tu 04	/30/24 6:13 AM 6	a Eyeopener	558-7a	:3	0 FBMD241	O1H		\$2,000.00 NM
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   Rate   Start/End Time   Length Ad-ID   Rate   Type	1	WCVE	3 M 05	6/06/24 6:29 AM 6	a Eyeopener	558-7a	:3	0 FBMD241	O1H		\$2,000.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type	2 04/30	/24	05/06/24	Good Morning An	nerica 658-9a	MTWTF	:30	5	\$1,800.00	NM	
1	Weeks										
5 WCVB W 05/01/24 7:25 AM Good Morning America 658-9a :30 FBMD24101H \$1,800.00 NM 3 WCVB Th 05/02/24 7:25 AM Good Morning America 658-9a :30 FBMD24101H \$1,800.00 NM 2 WCVB F 05/03/24 7:25 AM Good Morning America 658-9a :30 FBMD24101H \$1,800.00 NM 4 WCVB M 05/06/24 7:25 AM Good Morning America 658-9a :30 FBMD24101H \$1,800.00 NM \$	Spots: #	<u>Ch</u>	Day Air	r Date Air Time D	escription	Start/End Time	Lengt	h Ad-ID			Rate Type
3 WCVB Th 05/02/24 7:25 AM Good Morning America 658-9a :30 FBMD24101H \$1,800.00 NM 2 WCVB F 05/03/24 7:25 AM Good Morning America 658-9a :30 FBMD24101H \$1,800.00 NM 4 WCVB M 05/06/24 7:25 AM Good Morning America 658-9a :30 FBMD24101H \$1,800.00 NM \$1,80	1	WCVE	3 Tu 04	/30/24 7:25 AM G	Good Morning America	658-9a	:3	0 FBMD241	O1H		\$1,800.00 NM
2       WCVB       F       05/03/24       7:25 AM Good Morning America       658-9a       :30 FBMD24101H       \$1,800.00 NM         4       WCVB       M       05/05/24       T:25 AM Good Morning America       658-9a       :30 FBMD24101H       \$1,800.00 NM         3       04/30/24       05/05/24       SAT/SUN GMA 7-8A       SAT/SUN 7-8A      S-       :30       1       \$1,500.00 NM         Weeks: Start Date O4/29/24 O5/05/24 Tibe Day Air Date O4/30/24       Air Time Description Start/End Time SAT/SUN 7-8A       Length Ad-ID Rate SAT/SUN 7-8A       Rate Type SAT/SUN 7-8A       :30 FBMD24101H       \$1,500.00 NM         4       04/30/24 O5/05/24 This Week       9-10a      S       :30 1       \$5,000.00 NM         Weeks: Start Date O4/29/24 O5/05/24 Tibe O4/29/24 O5/05/24 Tibe O5/05/24	5	WCVE	3 W 05	5/01/24 7:25 AM G	Good Morning America	658-9a	:3	O FBMD241	O1H		\$1,800.00 NM
4         WCVB         M         05/06/24         7:25 AM Good Morning America         658-9a         :30 FBMD24101H         \$1,800.00 NM           3         04/30/24         05/05/24         SAT/SUN GMA 7-8A         SAT/SUN 7-8A        S-         :30         1         \$1,500.00 NM           Weeks: Start Date O4/29/24         End Date O5/05/24         MFWFSS O5/05/24         Spots/Week Spots/Week O5/05/24         Rate Spots/Week O5/05/24         \$1,500.00           Spots: # Ch O4/30/24         Day Air Date O5/05/24         Air Time Description O5/05/24         SAT/SUN 7-8A         SAT/SUN 7-8A         :30 FBMD24101H         \$1,500.00 NM           4         04/30/24         05/05/24         This Week         9-10a        S         :30 1 \$5,000.00 NM           Weeks: Start Date O4/29/24         End Date O5/05/24         MFWFSS O5/05/24         Spots/Week S5,000.00 Spots/Week S5,000.00         Rate Spots/Week S5,000.00 Spots/Week S5,000.00         Rate Type           Spots: # Ch Day Air Date Air Time Description         Start/End Time Length Ad-ID         Rate Type	3	WCVE	3 Th 05	5/02/24 7:25 AM G	Good Morning America	658-9a	:3	O FBMD241	O1H		\$1,800.00 NM
3 04/30/24 05/05/24   SAT/SUN GMA 7-8A   SAT/SUN 7-8A  S-   :30   1   \$1,500.00   NM	2	WCVE	3 F 05	5/03/24 7:25 AM G	Good Morning America	658-9a	:3	0 FBMD241	O1H		\$1,800.00 NM
Weeks:         Start Date 04/29/24         End Date 05/05/24         MTWTFSSS-         Spots/Week 1,500.00         Rate 1,500.00           Spots:         # Ch Day Air Date 1 WCVB Sa 05/04/24         Air Time Description 27:27 AM SAT/SUN GMA 7-8A         Start/End Time SAT/SUN 7-8A         Length Ad-ID SAT/SUN GMA 7-8A         Rate Type SAT/SUN 7-8A           4 04/30/24 05/05/24         This Week         9-10a        S         :30 1 \$5,000.00 NM           Weeks:         Start Date 04/29/24         End Date 05/05/24         MTWTFSS 05/05/24         Spots/Week Spots/W	4	WCV	3 M 05	/06/24 7:25 AM C	Good Morning America	658-9a	:3	0 FBMD241	01H		\$1,800.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type	3 04/30	/24	05/05/24	SAT/SUN GMA 7	-8A SAT/SUN 7-8A	S-	:30	1	\$1,500.00	NM	
1 WCVB Sa 05/04/24 7:27 AM SAT/SUN GMA 7-8A SAT/SUN 7-8A :30 FBMD24101H \$1,500.00 NM  4 04/30/24 05/05/24 This Week 9-10aS :30 1 \$5,000.00 NM  Weeks: Start Date End Date MTWTFSS Spots/Week 5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	Weeks										
4 04/30/24       05/05/24       This Week       9-10a      S       :30       1       \$5,000.00       NM         Weeks: Start Date 04/29/24       End Date 05/05/24       MTWTFSS 05/05/24       Rate 05/000.00         Spots: # Ch Day Air Date Air Time Description       Start/End Time Length Ad-ID       Rate Type	Spots: #	<u>Ch</u>	Day Air	r Date Air Time D	escription	Start/End Time	Lengt	h Ad-ID			Rate Type
Weeks:         Start Date 04/29/24         End Date 05/05/24         MTWTFSS 2S         Spots/Week 1 start/End Time 2 start/End Time 2 start/End Time 2 start/End Time 2 start/End Time 3 start/End Time 3 start/End Time 3 start/End Time 3 start/End Time 4 start/End Time 5 start/End	1	WCVE	3 Sa 05	5/04/24 7:27 AM S	AT/SUN GMA 7-8A	SAT/SUN 7-8A	:3	O FBMD241	01H		\$1,500.00 NM
O4/29/24         O5/05/24        S         1         \$5,000.00           Spots: # Ch Day Air Date         Air Time Description         Start/End Time Length Ad-ID         Rate Type	4 04/30	/24	05/05/24	This Week	9-10a	S	:30	1	\$5,000.00	NM	
	Weeks				Spots/Week 1						
	Spots: #	<u>Ch</u>	<u>Day</u> Air	r Date Air Time D	escription	Start/End Time	Lengt	h Ad-ID			Rate Type
	1	WCVE	3 Su 05	9:58 AM T	his Week	9-10a	:3	0 FBMD241	O1H		

This invoice is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: https://www.hearst.com/-/hearst-television-broadcast-terms-conditions

MTWTF--

:30

\$1,200.00

NM

1058-12n



Send Payment To: WCVB

WCVB PO Box 14573 Des Moines, IA 50306-3573

Invoice #	3983545-1	Invoice Month	May 2024			
Invoice Date	05/12/24	Invoice Period	04/29/24 - 05/06/24			
Advertiser	Flexibility & Benefits for MA Drivers					
Product	Issue					
Estimate #	13186					

	www.thebostonch	hannel.com						Spots/			
Spots: # Ch Day Air Date	Line Start Da	ate End D	ate De:	scription	Start/End Time	MTWTFSS	Length	•	Rate	Туре	
Spots: # Ch Day Air Date	Weeks:	Start D	ate End	Date MTWTFSS	Snots/Week	Rate					
1	WCCK3.										
3   WCVB   Th   05/002/24   11:32 AM The View   1058-12n   :30   FBMD24101H   \$1,200.00   NM   \$1,200.00	Spots: #	Ch Day	Air Date	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
2   WCVB   M   05/06/24   12:00 PM The View   1058-12n   :30 FBMD24101H   \$1,200.00 NM	1	WCVB W	05/01/24	11:27 AM The Vi	ew	1058-12n	:3	0 FBMD2410	O1H		\$1,200.00 NM
Weeks:   Start Date   End Date   MTWTFS   Spots/Week   Start Date   G5/06/24   MTWTF-   5   Shots # Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Start/End Time   S	3	WCVB Th		11:32 AM The Vi	ew	1058-12n	:3	0 FBMD2410	O1H		\$1,200.00 NM
Weeks:   Start Date   End Date   MIWIFSS   Spots/Week   St.600.00   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Start/End Time   Start/End Time   Length Ad-ID   Start/End Time   Start/End	2	WCVB M	05/06/24	12:00 PM The Vi	ew	1058-12n	:3	0 FBMD2410	01H		\$1,200.00 NM
Spots: # Ch	6 04/30/2	24 05/06/	24 Ne	wscenter 5 at 5	5-6p	МГWГF	:30	5	\$1,600.00	NM	
1	Weeks:										
S	Spots: #	Ch Day	Air Date	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
3   WCVB	1	WCVB Tu	04/30/24	5:27 PM Newsc	enter 5 at 5	5-6p	:3	O FBMD2410	01H		\$1,600.00 NM
Weeks	5	WCVB W	05/01/24	5:13 PM Newsc	enter 5 at 5	5-6p	:3	O FBMD2410	O1H		\$1,600.00 NM
2	3	WCVB Th	05/02/24	5:15 PM Newsc	enter 5 at 5	5-6p	:3	O FBMD2410	O1H		\$1,600.00 NM
	4	WCVB F	05/03/24	5:20 PM Newsc	enter 5 at 5	5-6p	:3	O FBMD2410	O1H		\$1,600.00 NM
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   S1,500.00   Start/End Time   Length Ad-ID   Rate   Type   S2,500.00	2	WCVB M	05/06/24	5:38 PM Newsc	enter 5 at 5	5-6p	:3	0 FBMD2410	O1H		\$1,600.00 NM
Spots: # Ch	7 04/30/2	24 05/06/	24 Ne	wscenter 5 at 6	6-630p	MTWTF	:30	4	\$3,500.00	NM	
3	Weeks:										
2 WCVB W 05/01/24 6:11 PM Newscenter 5 at 6 6-630p :30 FBMD24101H \$3,500.00 NM 1 WCVB F 05/03/24 6:12 PM Newscenter 5 at 6 6-630p :30 FBMD24101H \$3,500.00 NM \$3,	Spots: #	Ch Day	Air Date	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1	3	WCVB Tu	04/30/24	6:13 PM Newsc	enter 5 at 6	6-630p	:3	0 FBMD2410	01H		\$3,500.00 NM
A	2	WCVB W	05/01/24	6:11 PM Newsc	enter 5 at 6	6-630p	:3	0 FBMD2410	01H		\$3,500.00 NM
Rate   Spots: # Ch   Day Air Date   End Date   MIWIFSS   Spots/Week   Start Date   Gd/30/24   O5/05/24   O5/	1	WCVB F	05/03/24	6:12 PM Newsc	enter 5 at 6	6-630p	:3	O FBMD2410	O1H		\$3,500.00 NM
Weeks:   Start Date   End Date   MIWIFSS   Spots/Week   S800.00	4	WCVB M	05/06/24	6:14 PM Newsc	enter 5 at 6	6-630p	:3	0 FBMD2410	O1H		\$3,500.00 NM
Spots: #   Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type   Spots/Week   Start Date   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type   Spots/Week   Sp	8 04/30/2	24 05/05/	24 OT	R 11a	1058a-1130a	S	:30	1	\$800.00	NM	
1         WCVB         Su         05/05/24         11:12 AM OTR 11a         1058a-1130a         :30 FBMD24101H         \$800.00 NM           9         04/30/24         05/06/24         Newscenter 5 at 11         11-1130p         MTWTFSS         :30         2         \$2,500.00 NM           Weeks: Start Date O4/30/24 DO5/06/24         End Date MTWTFSS Potos/Week MTWTFSS         Spots/Week Potos/Neek Potos/Nee	Weeks:				Spots/Week 1						
9 04/30/24   05/06/24   Newscenter 5 at 11   11-1130p   MTWTFSS   :30   2   \$2,500.00   NM	Spots: #	Ch Day	Air Date	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   \$2,500.00	1	WCVB Su	05/05/24	11:12 AM OTR 1	1a	1058a-1130a	:3	0 FBMD2410	O1H		\$800.00 NM
Spots: # Ch	9 04/30/2	24 05/06/	24 Ne	wscenter 5 at 11	11-1130p	MTWTFSS	:30	2	\$2,500.00	NM	
Spots: #         Ch         Day         Air Date         Air Time         Description         Start/End Time         Length         Ad-ID         Rate         Type           2         WCVB         W         05/01/24         11:12 PM Newscenter 5 at 11         11-1130p         :30 FBMD24101H         \$2,500.00 NM           1         WCVB         Su         05/05/24         11:23 PM Newscenter 5 at 11         11-1130p         :30 FBMD24101H         \$2,500.00 NM           10         04/30/24         05/05/24         SAT/SUN GMA 7-8A         SAT/SUN 7-8A        S         :30 1 \$1,500.00 NM           Weeks: Start Date 04/29/24         End Date 05/05/24         MTWTFSS 05/05/24         Spots/Week 1,500.00 Start/End Time         Rate 05/05/05/05/05/05/05/05/05/05/05/05/05/0	Weeks:										
2       WCVB       W 05/01/24       11:12 PM Newscenter 5 at 11       11-1130p       :30 FBMD24101H       \$2,500.00 NM         1       WCVB       Su 05/05/24       11:23 PM Newscenter 5 at 11       11-1130p       :30 FBMD24101H       \$2,500.00 NM         10 04/30/24       05/05/24       SAT/SUN GMA 7-8A       SAT/SUN 7-8A      S       :30 1 \$1,500.00 NM         Weeks: Start Date 04/29/24 05/05/24       End Date 05/05/24       MTWTFSS 05/05/Week 05/05/05/24       Rate 05/05/05/05/05         Spots: # Ch Day Air Date Air Time Description       Start/End Time Length Ad-ID       Rate Type	Snote: #					. ,	Lanat	h Ad-ID			Rate Type
1       WCVB       Su       05/05/24       11:23 PM Newscenter 5 at 11       11-1130p       :30 FBMD24101H       \$2,500.00 NM         10       04/30/24       05/05/24       SAT/SUN GMA 7-8A       SAT/SUN 7-8A      S       :30       1 \$1,500.00 NM         Weeks: Start Date 04/29/24 05/05/24       End Date 05/05/24       MTWTFSS 1 Spots/Week 1 Start/Sun 00.00       Rate 1,500.00         Spots: # Ch       Day Air Date Air Time Description       Start/End Time Length Ad-ID       Rate Type									D1H		
10 04/30/24 05/05/24 SAT/SUN GMA 7-8A SAT/SUN 7-8AS :30 1 \$1,500.00 NM  Weeks: Start Date 05/05/24 End Date 05/05/24S 1,500.00  Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	ł						_	-			
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type						<u>'</u>		·		NM	ψ <u>-</u> ,σσσ.σσ 14101
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	\//aal	C++ D	oto Fall	Doto MTWTECC	Cnotc M/s sl	Dota					
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	vveeks:		4 <u>End</u>	5/24S							
;	Spots: #						Lenat	h Ad-ID			Rate Type
	1								O1H		. — — i

This invoice is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: https://www.hearst.com/-/hearst-television-broadcast-terms-conditions

**Total Spots** 

25

\$52,400.00



www.thebostonchannel.com

Send Payment To:
WCVB
PO Box 14573
Des Moines, IA 50306-3573

Invoice #	3983545-1	Invoice Month	May 2024			
Invoice Date	05/12/24	Invoice Period	04/29/24 - 05/06/24			
Advertiser	Flexibility & Benefits for MA Drivers					
Product	Issue					
Estimate #	13186					

**Payment Terms 30 Days** 

Agency Commission \$7,860.00

**Gross Total** 

Net Amount Due \$44,540.00

Invoice Balance as of 05/30/24 11:04:55 AM ET \$0.00