



WYFF4.com

Billing Address:

Davis Ad Agency
Attention: Accounts Payable
1010 Wisconsin Ave
Ste 205
Georgetown, DC 20007

Send Payment To:

WYFF 4
PO Box 90041
Prescott, AZ 86304-9041

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1713953-1	02/11/18	February 2018	01/29/18 - 02/10/18

Property	Account Executive	Sales Office	Sales Region
WYFF 4	Jenna Nubar	Eagle-Washingt	National

Advertiser	Product	Estimate Number
California For Population S	California for Popluation S	175

Flight Dates	Order #	Alt Order #
02/06/18 - 02/10/18	1713953	25887946

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	49	55

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	02/06/18	02/10/18	NBC Today Show Class of Time - Pre-emptible with notice	7-9am	-TW----	:30	4	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/05/18 02/11/18 -TW---- 4 \$750.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WYFF	W	02/07/18	7:22 AM	NBC Today Show	7-9am	:30	CPOPMORPH30RVH	\$750.00 NM
1	WYFF	W	02/07/18	7:59 AM	NBC Today Show	7-9am	:30	CPOPMORPH30RVH	\$750.00 NM
4	WYFF	W	02/07/18	8:40 AM	NBC Today Show	7-9am	:30	CPOPMORPH30RVH	\$750.00 NM
2	WYFF	W	02/07/18	8:59 AM	NBC Today Show	7-9am	:30	CPOPMORPH30RVH	\$750.00 NM
2	02/06/18	02/10/18	M-F 5pm News Class of Time - Pre-emptible with notice	5-530pm	-TWT---	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/05/18 02/11/18 -TWT--- 2 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WYFF	Tu	02/06/18	5:24 PM	M-F 5pm News	5-530pm	:30	CPOPMORPH30RVH	\$800.00 NM
1	WYFF	W	02/07/18	5:24 PM	M-F 5pm News	5-530pm	:30	CPOPMORPH30RVH	\$800.00 NM
3	02/06/18	02/10/18	M-F 530pm News Class of Time - Pre-emptible with notice	530-6pm	-TWT---	:30	3	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/05/18 02/11/18 -TWT--- 3 \$900.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WYFF	Tu	02/06/18	5:57 PM	M-F 530pm News	530-6pm	:30	CPOPMORPH30RVH	\$900.00 NM
2	WYFF	W	02/07/18	5:39 PM	M-F 530pm News	530-6pm	:30	CPOPMORPH30RVH	\$900.00 NM
3	WYFF	Th	02/08/18	5:44 PM	M-F 530pm News	530-6pm	:30	CPOPMORPH30RVH	\$900.00 NM
4	02/06/18	02/10/18	M-F 6pm News Class of Time - Pre-emptible with notice	6-630pm	-TWT---	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/05/18 02/11/18 -TWT--- 3 \$1,000.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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

We warrant that the actual broadcast information shown on this invoice was taken from the program log

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
4	02/06/18	02/10/18	M-F 6pm News Class of Time - Pre-emptible with notice	6-630pm	-TWT---	:30	3	\$1,000.00	NM	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
3	WYFF	Tu	02/06/18	6:14 PM	M-F 6pm News	6-630pm	:30	CPOPMORPH30RVH	\$1,000.00	NM
1	WYFF	W	02/07/18	6:09 PM	M-F 6pm News	6-630pm	:30	CPOPMORPH30RVH	\$1,000.00	NM
2	WYFF	Th	02/08/18	6:27 PM	M-F 6pm News	6-630pm	:30	CPOPMORPH30RVH	\$1,000.00	NM
5	02/06/18	02/10/18	Sat 6pm News Class of Time - Fixed Non Pre-emptible	6-630pm	-----S-	:30	1	\$1,200.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	02/05/18	02/11/18	-----S-	1	\$1,200.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WYFF	Sa	02/10/18	6:29 PM	Sat 6pm News	6-630pm	:30	CPOPMORPH30RVH	\$1,200.00	NM
6	02/06/18	02/10/18	OLYMPICS TODAY SHO 7-9A Class of Time - Pre-emptible with notice		---T---	:30	2	\$750.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	02/05/18	02/11/18	---T---	2	\$750.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WYFF	Th	02/08/18	7:22 AM	OLYMPICS TODAY SHOW M-F 7-9A	7-9A	:30	CPOPMORPH30RVH	\$750.00	NM
1	WYFF	Th	02/08/18	8:59 AM	OLYMPICS TODAY SHOW M-F 7-9A	7-9A	:30	CPOPMORPH30RVH	\$750.00	NM
Total Spots							15			

Payment Terms 30 Days

<u>Gross Total</u>	\$13,000.00
<u>Agency Commission</u>	\$1,950.00
<u>Net Amount Due</u>	\$11,050.00

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