



www.wqal.com

Billing Address:

Strategic Media Services, Inc
Attention: Accounts Payable
1911 North Ft Myer Dr
Suite 400
Arlington, VA 22209

Send Payment To:

WGAL
P.O. Box 26878
Lehigh Valley, PA 18002-6878

| | |
|-------------------|-----------------------|
| <u>Agency Ref</u> | <u>Advertiser Ref</u> |
| | |

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

| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|----------|-------------------|-----------------|--------------------|-------------------|--------------------|-----------------------|----------------|-----------------|-------------------------|
| 1 | 11/09/15 | 11/09/15 | M-F 12-12:30p News | 12-12:30p | 1----- | :30 | 1 | \$500.00 | NM |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/09/15 | 11/15/15 | 1----- | 1 | \$500.00 | | | | |
| Spots: # | <u>Ch</u> | <u>Day</u> | <u>Air Date</u> | <u>Air Time</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u> | <u>Rate</u> <u>Type</u> |
| 1 | WGAL | M | 11/09/15 | 12:29 PM | M-F 12-12:30p News | 12-12:30p | :30 | API09141501DMMH | \$500.00 NM |
| 2 | 11/09/15 | 11/09/15 | M-F News 8 at 5a | 5-6a | 1----- | :30 | 1 | \$425.00 | NM |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/09/15 | 11/15/15 | 1----- | 1 | \$425.00 | | | | |
| Spots: # | <u>Ch</u> | <u>Day</u> | <u>Air Date</u> | <u>Air Time</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u> | <u>Rate</u> <u>Type</u> |
| 1 | WGAL | M | 11/09/15 | 5:43 AM | M-F News 8 at 5a | 5-6a | :30 | API09141501DMMH | \$425.00 NM |
| 3 | 11/09/15 | 11/09/15 | M-F 5-6p News | 5-6p | 1----- | :30 | 1 | \$1,100.00 | NM |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/09/15 | 11/15/15 | 1----- | 1 | \$1,100.00 | | | | |
| Spots: # | <u>Ch</u> | <u>Day</u> | <u>Air Date</u> | <u>Air Time</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u> | <u>Rate</u> <u>Type</u> |
| 1 | WGAL | M | 11/09/15 | 5:56 PM | M-F 5-6p News | 5-6p | :30 | API09141501DMMH | \$1,100.00 NM |
| 4 | 11/09/15 | 11/09/15 | M-Sun Nightly News | 630-730p | 1----- | :30 | 1 | \$2,600.00 | NM |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/09/15 | 11/15/15 | 1----- | 1 | \$2,600.00 | | | | |
| Spots: # | <u>Ch</u> | <u>Day</u> | <u>Air Date</u> | <u>Air Time</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u> | <u>Rate</u> <u>Type</u> |
| 1 | WGAL | M | 11/09/15 | 6:51 PM | M-Sun Nightly News | 630-730p | :30 | API09141501DMMH | \$2,600.00 NM |
| 5 | 11/10/15 | 11/10/15 | M-F News 8 at 5a | 5-6a | -1----- | :30 | 1 | \$425.00 | NM |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/09/15 | 11/15/15 | -1----- | 1 | \$425.00 | | | | |
| Spots: # | <u>Ch</u> | <u>Day</u> | <u>Air Date</u> | <u>Air Time</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u> | <u>Rate</u> <u>Type</u> |
| 1 | WGAL | Tu | 11/10/15 | 5:55 AM | M-F News 8 at 5a | 5-6a | :30 | API09141501DMMH | \$425.00 NM |
| 6 | 11/10/15 | 11/10/15 | M-F 5-6p News | 5-6p | -1----- | :30 | 1 | \$1,100.00 | NM |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/09/15 | 11/15/15 | -1----- | 1 | \$1,100.00 | | | | |
| Spots: # | <u>Ch</u> | <u>Day</u> | <u>Air Date</u> | <u>Air Time</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u> | <u>Rate</u> <u>Type</u> |
| 1 | WGAL | Tu | 11/10/15 | 5:42 PM | M-F 5-6p News | 5-6p | :30 | API09141501DMMH | \$1,100.00 NM |

PREVIEW



Send Payment To:

WGAL
P.O. Box 26878
Lehigh Valley, PA 18002-6878

www.wgal.com

| | | | |
|-----------------------------|---------------------|-----------------|---------------------|
| Invoice # | Invoice Date | Invoice Month | Invoice Period |
| | | November 2015 | 10/26/15 - 11/11/15 |
| Advertiser | Product | Estimate Number | |
| Citizens to Protect PA Jobs | CIT PROTECT PA JOBS | 220 | |

| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|--|------------|----------|--------------------|----------------|---------|--------|----------------|------------|------|
| 6 | 11/10/15 | 11/10/15 | M-F 5-6p News | 5-6p | -1----- | :30 | 1 | \$1,100.00 | NM |
| 7 | 11/10/15 | 11/10/15 | M-F News 8 at 6a | 6-7a | -1----- | :30 | 1 | \$1,000.00 | NM |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/09/15 11/15/15 -1----- 1 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/10/15 6:15 AM M-F News 8 at 6a 6-7a :30 API09141501DMMH \$1,000.00 NM | | | | | | | | | |
| 8 | 11/10/15 | 11/10/15 | M-Sun Nightly News | 630-730p | -1----- | :30 | 1 | \$2,600.00 | NM |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/09/15 11/15/15 -1----- 1 \$2,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/10/15 6:51 PM M-Sun Nightly News 630-730p :30 API09141501DMMH \$2,600.00 NM | | | | | | | | | |
| 9 | 11/11/15 | 11/11/15 | M-F 12-12:30p News | 12-12:30p | --1---- | :30 | 1 | \$500.00 | NM |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/09/15 11/15/15 --1---- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL W 11/11/15 12:24 PM M-F 12-12:30p News 12-12:30p :30 API09141501DMMH \$500.00 NM | | | | | | | | | |
| 10 | 11/11/15 | 11/11/15 | M-F News 8 at 5a | 5-6a | --1---- | :30 | 1 | \$425.00 | NM |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/09/15 11/15/15 --1---- 1 \$425.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL W 11/11/15 5:49 AM M-F News 8 at 5a 5-6a :30 API09141501DMMH \$425.00 NM | | | | | | | | | |
| 11 | 11/11/15 | 11/11/15 | M-F 5-6p News | 5-6p | --1---- | :30 | 1 | \$1,100.00 | NM |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/09/15 11/15/15 --1---- 1 \$1,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL W 11/11/15 5:29 PM M-F 5-6p News 5-6p :30 API09141501DMMH \$1,100.00 NM | | | | | | | | | |
| 12 | 11/11/15 | 11/11/15 | M-F News 8 at 6p | 6-630p | --1---- | :30 | 1 | \$1,500.00 | NM |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/09/15 11/15/15 --1---- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL W 11/11/15 6:19 PM M-F News 8 at 6p 6-630p :30 API09141501DMMH \$1,500.00 NM | | | | | | | | | |

Total Spots 12

Payment Terms 30 Days

| | |
|-------------------|-------------|
| Gross Total | \$13,275.00 |
| Agency Commission | \$1,991.25 |
| Net Amount Due | \$11,283.75 |