



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**Main: (704) 374-3500**  
**Billing: (704) 374-3783**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1577401-1	09/18/16	September 2016	08/29/16 - 09/15/16

Property	Account Executive	Sales Office	Sales Region
WBTV	Cheryl Long	Telerep-Philadel	National

Billing Address:

**Strategic Media Placement (B)**  
**Attention: Accounts Payable**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Send Payment To:

**WBTV**  
**P.O. Box 11407**  
**Dept. 1497**  
**Birmingham, AL 35246-1497**

Advertiser	Product	Estimate Number
POL/McCrory, Pat/R/Govern	MCCRORY 9/6	4702

Flight Dates	Order #	Alt Order #
09/06/16 - 09/15/16	1577401	08361773

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/06/16	09/08/16	The Early Show	7-9a	-TWT---	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/05/16 09/11/16 -TWT--- 1 \$1,300.00									
<u>Spots: #</u>	<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	WBTV	Tu	09/06/16	8:13 AM	The Early Show	7-9a	:30	PM16-165TH	\$1,300.00 NM
2	09/12/16	09/15/16	The Early Show	7-9a	MTWT---	:30	1	\$1,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/16 09/18/16 MTWT--- 1 \$1,250.00									
<u>Spots: #</u>	<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	WBTV	M	09/12/16	8:16 AM	The Early Show	7-9a	:30	PM16-165TH	\$1,250.00 NM
3	09/10/16	09/10/16	CBS Saturday Early Show	8-10a	-----1-	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/05/16 09/11/16 -----1- 1 \$800.00									
<u>Spots: #</u>	<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>
2	WBTV	Sa	09/10/16	9:29 AM	CBS Saturday Early Show	8-10a	:30	PM16-149TH	\$800.00 NM
4	09/11/16	09/11/16	WBTV Sun AM News	6-7a	-----1	:30	1	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/05/16 09/11/16 -----1 1 \$325.00									
<u>Spots: #</u>	<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>
2	WBTV	Su	09/11/16	6:43 AM	WBTV Sun AM News	6-7a	:30	PM16-149TH	\$325.00 NM
5	09/06/16	09/08/16	WBTV News at 4p	M-F 4-4.30p	-TWT---	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/05/16 09/11/16 -TWT--- 1 \$1,300.00									
<u>Spots: #</u>	<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	WBTV	Tu	09/06/16	4:14 PM	WBTV News at 4p	M-F 4-4.30p	:30	PM16-148TH	\$1,300.00 NM
6	09/12/16	09/15/16	WBTV News at 4p	M-F 4-4.30p		:30	1	\$500.00	NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

# INVOICE



Send Payment To:

**WBTV**  
**P.O. Box 11407**  
**Dept. 1497**  
**Birmingham, AL 35246-1497**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1577401-1	09/18/16	September 2016	08/29/16 - 09/15/16
Advertiser	Product	Estimate Number	
POL/McCrory, Pat/R/Govern	MCCRORY 9/6	4702	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
MTWT---									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/16 09/18/16 MTWT--- 1 \$500.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WBTV	W	09/14/16	4:27 PM	WBTV News at 4p	M-F 4-4:30p	:30	PM16-137TH	\$500.00 NM
7	09/06/16	09/08/16	WBTV News at 4.30p	M-F 4.30p-5p	-TWT---	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/05/16 09/11/16 -TWT--- 1 \$1,600.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WBTV	W	09/07/16	4:38 PM	WBTV News at 4.30p	M-F 4.30p-5p	:30	PM16-149TH	\$1,600.00 NM
8	09/12/16	09/15/16	WBTV News at 4.30p	M-F 4.30p-5p	MTWT---	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/16 09/18/16 MTWT--- 2 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WBTV	M	09/12/16	4:42 PM	WBTV News at 4.30p	M-F 4.30p-5p	:30	PM16-149TH	\$800.00 NM
2	WBTV	Tu	09/13/16	4:44 PM	WBTV News at 4.30p	M-F 4.30p-5p	:30	PM16-137TH	\$800.00 NM
9	09/06/16	09/08/16	WBTV News at 5p	5p-5:30p	-TWT---	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/05/16 09/11/16 -TWT--- 1 \$1,800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WBTV	Th	09/08/16	5:27 PM	WBTV News at 5p	5p-5:30p	:30	PM16-149TH	\$1,800.00 NM
10	09/12/16	09/15/16	WBTV News at 5p	5p-5:30p	MTWT---	:30	1	\$1,650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/16 09/18/16 MTWT--- 1 \$1,650.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WBTV	Tu	09/13/16	5:22 PM	WBTV News at 5p	5p-5:30p	:30	PM16-137TH	\$1,650.00 NM
11	09/06/16	09/08/16	WBTV News at 530p	M-F 530p-6p	-TWT---	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/05/16 09/11/16 -TWT--- 1 \$2,000.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WBTV	W	09/07/16	5:58 PM	WBTV News at 530p	M-F 530p-6p	:30	PM16-165TH	\$2,000.00 NM
12	09/12/16	09/15/16	WBTV News at 530p	M-F 530p-6p	MTWT---	:30	2	\$1,650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/16 09/18/16 MTWT--- 2 \$1,650.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WBTV	M	09/12/16	5:42 PM	WBTV News at 530p	M-F 530p-6p	:30	PM16-149TH	\$1,650.00 NM
1	WBTV	W	09/14/16	5:53 PM	WBTV News at 530p	M-F 530p-6p	:30	PM16-137TH	\$1,650.00 NM
13	09/06/16	09/08/16	WBTV News at 6p	M-F 6p-630p	-TWT---	: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> 09/05/16 09/11/16 -TWT--- 1 \$2,600.00									

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



Send Payment To:

**WBTV**  
**P.O. Box 11407**  
**Dept. 1497**  
**Birmingham, AL 35246-1497**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1577401-1	09/18/16	September 2016	08/29/16 - 09/15/16
Advertiser	Product	Estimate Number	
POL/McCrory, Pat/R/Governor	MCCRORY 9/6	4702	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																													
13	09/06/16	09/08/16	WBTV News at 6p	M-F 6p-630p	- TWT - - -	:30	1	\$2,600.00	NM																																													
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WBTV</td><td>W</td><td>09/07/16</td><td>6:28 PM</td><td>WBTV News at 6p</td><td>M-F 6p-630p</td><td>:30</td><td>PM16- 149TH</td><td>\$2,600.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WBTV	W	09/07/16	6:28 PM	WBTV News at 6p	M-F 6p-630p	:30	PM16- 149TH	\$2,600.00	NM																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
1	WBTV	W	09/07/16	6:28 PM	WBTV News at 6p	M-F 6p-630p	:30	PM16- 149TH	\$2,600.00	NM																																												
14	09/12/16	09/15/16	WBTV News at 6p	M-F 6p-630p	MTWT - - -	:30	2	\$1,300.00	NM																																													
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/12/16</td><td>09/18/16</td><td>MTWT - - -</td><td>2</td><td>\$1,300.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WBTV</td><td>M</td><td>09/12/16</td><td>6:14 PM</td><td>WBTV News at 6p</td><td>M-F 6p-630p</td><td>:30</td><td>PM16- 149TH</td><td>\$1,300.00</td><td>NM</td></tr><tr><td>2</td><td>WBTV</td><td>Th</td><td>09/15/16</td><td>6:29 PM</td><td>WBTV News at 6p</td><td>M-F 6p-630p</td><td>:30</td><td>PM16- 137TH</td><td>\$1,300.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/12/16	09/18/16	MTWT - - -	2	\$1,300.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WBTV	M	09/12/16	6:14 PM	WBTV News at 6p	M-F 6p-630p	:30	PM16- 149TH	\$1,300.00	NM	2	WBTV	Th	09/15/16	6:29 PM	WBTV News at 6p	M-F 6p-630p	:30	PM16- 137TH	\$1,300.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																	
	09/12/16	09/18/16	MTWT - - -	2	\$1,300.00																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
1	WBTV	M	09/12/16	6:14 PM	WBTV News at 6p	M-F 6p-630p	:30	PM16- 149TH	\$1,300.00	NM																																												
2	WBTV	Th	09/15/16	6:29 PM	WBTV News at 6p	M-F 6p-630p	:30	PM16- 137TH	\$1,300.00	NM																																												
15	09/11/16	09/11/16	Sun Prime Hour 1	7-8p	- - - - - 1	:30	1	\$2,700.00	NM																																													
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/05/16</td><td>09/11/16</td><td>- - - - - 1</td><td>1</td><td>\$2,700.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>2</td><td>WBTV</td><td>Su</td><td>09/11/16</td><td>6:58 PM</td><td>Sun Prime Hour 1</td><td>7-8p</td><td>:30</td><td>PM16- 149TH</td><td>\$2,700.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/05/16	09/11/16	- - - - - 1	1	\$2,700.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WBTV	Su	09/11/16	6:58 PM	Sun Prime Hour 1	7-8p	:30	PM16- 149TH	\$2,700.00	NM											
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																	
	09/05/16	09/11/16	- - - - - 1	1	\$2,700.00																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
2	WBTV	Su	09/11/16	6:58 PM	Sun Prime Hour 1	7-8p	:30	PM16- 149TH	\$2,700.00	NM																																												
16	09/06/16	09/08/16	WBTV News at 530p	M-F 530p-6p	- TWT - - -	:30	1	\$2,025.00	NM																																													
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/05/16</td><td>09/11/16</td><td>- TWT - - -</td><td>1</td><td>\$2,025.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WBTV</td><td>Th</td><td>09/08/16</td><td>5:58 PM</td><td>WBTV News at 530p</td><td>M-F 530p-6p</td><td>:30</td><td>PM16- 165TH</td><td>\$2,025.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/05/16	09/11/16	- TWT - - -	1	\$2,025.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WBTV	Th	09/08/16	5:58 PM	WBTV News at 530p	M-F 530p-6p	:30	PM16- 165TH	\$2,025.00	NM											
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																	
	09/05/16	09/11/16	- TWT - - -	1	\$2,025.00																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
1	WBTV	Th	09/08/16	5:58 PM	WBTV News at 530p	M-F 530p-6p	:30	PM16- 165TH	\$2,025.00	NM																																												
Total Spots							19																																															

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$27,350.00</b>
<u>Agency Commission</u>	<b>\$4,102.50</b>
<u>Net Amount Due</u>	<b>\$23,247.50</b>

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.