



Buy Detail Report

Revision #: Date: 11/23/2016

Vendor Code: AMSPMEDIA;WD 3:36 PM

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Client: IMPAC

Estimate: 1443

Vendor: WDBD-TV

Media: TV

Description: IMPAC16 D1 Jackson Media Buy F3

Product: Political

Flight Start Date: 10/31/2016 03:00 AM

Market: Jackson, MS

Flight End Date: 11/13/2016 02:59 AM

Survey: Nov16 Proj. (Nov15 HUT, Jul16 SHR)
DMA Custom Live+1

Separation between spots: 30

Buyer: Heidi Guerra

Affiliation: FOX

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 10/31	Total Spots
WDBD-TV						
19	W 7:00p-10:00p MLB-World Series Game #2	\$3,000.00	\$2,550.00	30	1	1
					Total Spots:	1
Total Cost:		\$3,000.00	\$2,550.00			1

Signature: _____

Disclaimer:

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



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Summary by Station/System

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WDBD-TV	1	\$3,000.00	100%	\$2,550.00	100%
Market Total:	1	\$3,000.00		\$2,550.00	