

WHEC-TV, LLC 191 East Avenue Rochester, NY 14604 Main: (585)546-5670 Billing: (585)546-0743

www.whec.com

Billing Address:

1060 Advisors **Attention: Accounts Payable** 1309 Coffeen Ave **Suite 1200** Sheridan, WY 82801

Send Payment To:

WHEC-TV, LLC PO Box 860743 Minneapolis, MN 55486-0743

VOICE			Page 1 of 3			
Property	WHEC					
Invoice #	464280-2	Order #	464280			
Invoice Date	03/10/24	Alt Order #	10751571			
Invoice Month	March 2024	Deal #				
Invoice Period	02/26/24 - 03/10/24	Flight Dates	02/19/24 - 03/10/24			
Advertiser	Financial Services Fo	Forum				
Product	FINANCIAL SVCS FO	ORUM				
Estimate #	8					
	Account Executive	Jared Kelhart				
	Sales Office	HRP - Philade	elphia			
	Sales Region	National				
	Agency Code	9923654				
	Advertiser Code	7				
	Billing Calendar	Broadcast				
	Billing Type	Cash				
	Special Handling					
	Agency Ref					
	Advertiser Ref					
	Product 1	9				
	Product 2					
	Invoice # Invoice Date Invoice Month Invoice Period Advertiser Product	Property WHEC Invoice # 464280-2 Invoice Date 03/10/24 Invoice Month March 2024 Invoice Period 02/26/24 - 03/10/24 Advertiser Financial Services For Financial S	Property WHEC Invoice # 464280-2 Order # Invoice Date 03/10/24 Alt Order # Invoice Month March 2024 Deal # Invoice Period 02/26/24 - 03/10/24 Flight Dates Advertiser Financial Services Forum Product FINANCIAL SVCS FORUM Estimate # 8  Account Executive Jared Kelhart Sales Office HRP - Philade Sales Region National Agency Code 9923654 Advertiser Code 7 Billing Calendar Broadcast Billing Type Cash Special Handling Agency Ref Advertiser Ref Product 1 9			

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
Line Start Date	Lift Date	Description	Starvend Time	MIWIFSS	Lengin	VVCCK	Nate	туре	
1 02/24/24	03/09/24	Sa-Su 6-6:30p	5:58-6:30pm	1-	:30	1	\$200.00	NM	
Weeks:	Start Date 02/26/24	End Date MTWTFSS1	Spots/Week 1	Rate \$200.00					
Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
· · — —	HEC Sa 03			5:58-6:30pm	:3	0 1FSF0020	ООН		\$200.00 NM
Weeks:	Start Date 03/04/24	End Date <u>MTWTFSS</u> 03/10/241-	Spots/Week 1	<u>Rate</u> \$200.00					
Spots: # Ch	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
3 WH	HEC Sa 03	/09/24 6:12 PM Sa-Su	6-6:30p	5:58-6:30pm	:3	0 IFSF0003	000Н		\$200.00 NM
2 02/20/24	03/08/24	M-F 6:30-7p	6:28-7pm	MTWTF	:30	2	\$600.00	NM	
Weeks:	Start Date 02/26/24	End Date MTWTFSS MTWTF	Spots/Week 2	Rate \$600.00					
Spots: # Ch	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
3 WH	HEC Tu 02	/27/24 6:50 PM M-F 6:	30-7p	6:28-7pm	:3	0 1FSF0020	ООН		\$600.00 NM
4 WH	HEC Th 02	/29/24 6:51 PM M-F 6:	30-7p	6:28-7pm	:3	0 1FSF0020	ООН		\$600.00 NM
Weeks:	Start Date 03/04/24	End Date MTWTFSS MTWTF	Spots/Week 2	Rate \$600.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descri	<u>ption</u>	Start/End Time		h Ad-ID			Rate Type
6 WH	HEC Th 03	/07/24 6:51 PM M-F 6:	30-7p	6:28-7pm		0 IFSF0003			\$600.00 NM
5 WH	HEC F 03	/08/24 6:51 PM M-F 6:	30-7p	6:28-7pm	:3	0 IFSF0003	000Н		\$600.00 NM
3 02/20/24	03/08/24	M-F 5:58-6:30pm	5:58-6:30pm	MTWTF	:30	3	\$200.00	NM	
Weeks:	Start Date 02/26/24	End Date MTWTFSS MTWTF	Spots/Week 3	Rate \$200.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
6 WH	HEC Tu 02	/27/24 6:13 PM M-F 5:	58-6:30pm	5:58-6:30pm	:3	0 1FSF0020	ООН		\$200.00 NM
5 WH	HEC Th 02	/29/24 6:08 PM M-F 5:	58-6:30pm	5:58-6:30pm	:3	0 1FSF0020	ООН		\$200.00 NM
4 WH		/01/24 6:23 PM M-F 5:		5:58-6:30pm	:3	0 1FSF0020	ООН		\$200.00 NM
Weeks:	Start Date 03/04/24	End Date MTWTFSS MTWTF	Spots/Week 3	Rate \$200.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
8 WH	HEC M 03	/04/24 6:29 PM M-F 5:	58-6:30pm	5:58-6:30pm	:3	0 IFSF0003	Н000Н		\$200.00 NM

## INVOICE



WHEC-TV, LLC PO Box 860743 Minneapolis, MN 55486-0743

Send Payment To:

Invoice #	464280-2	Invoice Month	March 2024		
Invoice Date	03/10/24	Invoice Period	02/26/24 - 03/10/24		
Advertiser	Financial Services Forum				
Product	FINANCIAL SVCS FORUM				
Estimate #	8				

## www.whec.com

·	www.whec.com						Spots/			
Spots: # Ch	Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	•	Rate	Type	
Fig.   WHEC   To 030/0724   C22 PPM M-F 5.86-6.30pm   5.58-6.30pm   3.0 IFSF0003000H   \$200.00 NM	3 02/20/24	03/08/24	M-F 5:58-6:30pm	5:58-6:30pm	МГЖТБ	:30	3	\$200.00	NM	
Fig.   WHEC   To 030/0724   C22 PPM M-F 5.86-6.30pm   5.58-6.30pm   3.0 IFSF0003000H   \$200.00 NM	Spots: # Ch	Day Air	Date Air Time Descr	ription	Start/End Time	Length	n Ad-ID			Rate Type
					5:58-6:30pm	:30	IFSF0003	3000Н		\$200.00 NM
	9 WH	EC F 03/	08/24 6:27 PM M-F 5	:58-6:30pm	5:58-6:30pm	:30	) IFSF0003	ВОООН		\$200.00 NM
Spots	4 02/20/24	03/08/24	M-F 5:30-6p	5:28-6p	MTWTF	:30	3	\$150.00	NM	
Second   S	Weeks:				\$15 <u>0.00</u>					
Weeks	Spots: # Ch	<u>Day</u> Air	Date <u>Air Time</u> Descr	ription_	Start/End Time					Rate Type
Second   S	6 WH	EC Tu 02/		•	•					\$150.00 NM
Spots				:30-6p	5:28-6p					\$150.00 NM
Spots   R	_		) THE THE C	•		:30	) 1FSF0020	ЮОН		\$150.00 NM
S	Weeks:									
9 WH=C W 03/06/24 5:36 PM M-F 5:30-6p 5:28-6p 5:30 IFSF0003000H \$150.00 NM \$	· · — —									Rate Type
The color of th				•	•					·
Source   Column   Start   Date   S				•	•					·
Weeks   Start   Date   End Date   MTWTFSS   Spots/Week   Start/End Time   Length Ad-ID   Rate   Type	7 WH	EC Th 03/	07/24 5:38 PM M-F 5	::30-6p	5:28-6p	:30	) I FSF0003	ВОООН		\$150.00 NM
Spots	5 02/25/24	03/10/24	Sa-Su 6-6:30p	5:58-6:30pm	1	:30	1	\$200.00	NM	
WHEC   Su   O3/03/24   State   PM Sa-Su 6-6:30p   State   S	Weeks:			Spots/Week 1						
WHEC   Su   O3/03/24   State   PM Sa-Su 6-6:30p   State   S	Spots: # Ch	Day Air	Date Air Time Descr	ription	Start/End Time	Length	Ad-ID			Rate Type
Spots: #   Ch   Day Air Date   Air Time   Description   Start/End Time   Length Ad-ID   Rate   Type		EC Su 03/			5:58-6:30pm	:30	1FSF0020	ОООН		\$200.00 NM
Spots: # Ch	Weeks:			Spots/Week 1						
Start Date   End Date   MTWTFSS   Spots/Week   Start Date   G:58-9a   MTWTF-   :30   2 \$300.00   NM	Spots: # Ch	Day Air	Date Air Time Descr	<u>iption</u>	Start/End Time	Length	Ad-ID			Rate Type
Weeks   Start Date   O2/26/24   O3/03/24   MTWTFSS   Spots/Week   Rate   O2/26/24   O3/03/24   MTWTFSS   Spots/Week   Start/End Time   Length Ad-ID   Rate   Type   Start/End Time   Length Ad-ID   Rate   Type   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Rate   Type   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Rate   Type   Start/End Time   Length Ad-ID   Start/End Time   Length A	3 WH	EC Su 03/	10/24 6:09 PM Sa-Sເ	u 6-6:30p	5:58-6:30pm	:30	1 FSF0003	3000H		\$200.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type	6 02/20/24	03/08/24	M-F 6:58-9a	6:58-9a	МГWГF	:30	2	\$300.00	NM	
Spots: #   Ch   Day Air Date   End Date   MTWTFSS   Spots/Week   Syour	Weeks:									
Spots   #   Ch   Day Air Date   End Date   MTWTFSS   Spots/Week   Rate   \$300.00   NM	Spots: # Ch	Day Air	Date Air Time Descr	<u>iption</u>	Start/End Time	Length	Ad-ID			Rate Type
Weeks   Start Date   End Date   MTWTFSS   Spots/Week   Sa00.00	3 WH	EC Th 02/2	29/24 7:21 AM M-F 6	:58-9a	6:58-9a	:30	1FSF0020	ЮОН		\$300.00 NM
Spots   #   Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type	4 WH			:58-9a		:30	1FSF0020	ЮОН		\$300.00 NM
6 WHEC Tu 03/05/24 8:34 AM M-F 6:58-9a 6:58-9a :30 IFSF0003000H \$300.00 NM 5 WHEC Th 03/07/24 8:52 AM M-F 6:58-9a 6:58-9a :30 IFSF0003000H \$300.00 NM  7 02/25/24 03/10/24 Sun 9-10am Sun 9-10am1 :30 1 \$500.00 NM  Weeks: Start Date 02/26/24 03/03/24 9:43 AM Sun 9-10am Sun 9-10am Sun 9-10am 1:30 IFSF0003000H S00.00 NM  Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1:30 NM  Weeks: Start Date 03/03/24 9:43 AM Sun 9-10am Sun 9-10am 1:30 IFSF0002000H \$500.00 NM  Weeks: Start Date 03/03/24 9:43 AM Sun 9-10am Sun 9-10am 1:30 IFSF0002000H \$500.00 NM  Spots: # Ch Day Air Date MIWIFSS Spots/Week Rate 03/04/24 03/10/241 1 1 S500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	Weeks:									
5         WHEC         Th         03/07/24         8:52 AM         M-F         6:58-9a         :30 IFSF0003000H         \$300.00         NM           To 02/25/24         03/10/24         Sun 9-10am         Sun 9-10am        1         :30         1         \$500.00         NM           Weeks:         Start Date 02/26/24         End Date 03/03/24         MIWFSS 03/03/24         Spots/Week 5500.00         Rate 5500.00           Spots:         #         Ch         Day Air Date 03/03/24         Air Time 02/03/04/24         Description 03/04/24         Sun 9-10am 03/04/24         :30 IFSF002000H         \$500.00         NM           Weeks:         Start Date 03/04/24         End Date 03/10/24         MIWFSS 03/04/24         Spots/Week 03/10/24         Rate 03/04/24         \$500.00         NM           Spots:         #         Ch         Day Air Date 03/10/24         Air Time 02/03/10/24         Start/End Time 03/04/24         Length Ad-ID         Rate 03/04/24         Type	Spots: # Ch	<u>Day</u> Air	Date Air Time Descr	<u>ription</u>	Start/End Time	Length	Ad-ID			Rate Type
Tour	6 WH	EC Tu 03/	05/24 8:34 AM M-F 6	:58-9a	6:58-9a	:30	) IFSF0003	ВОООН		\$300.00 NM
Weeks:   Start Date   End Date   MIWTFSS   Spots/Week   Rate   \$500.00	5 WH	EC Th 03/	07/24 8:52 AM M-F 6	:58-9a	6:58-9a	:30	) IFSF0003	В000Н		\$300.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type	7 02/25/24	03/10/24	Sun 9-10am	Sun 9-10am	1	:30	1	\$500.00	NM	
Spots:         #         Ch         Day         Air Date         Air Time         Description         Start/End Time         Length         Ad-ID         Rate         Type           2         WHEC         Su         03/03/24         9:43 AM Sun 9-10am         Sun 9-10am         :30 1FSF002000H         \$500.00         NM           Weeks:         Start Date 03/04/24         End Date 03/10/24         MTWFSS 1         Spots/Week 1         Rate \$500.00         Rate \$500.00         Rate 1         Length         Ad-ID         Rate         Type	Weeks:			Spots/Week 1						
2 WHEC Su 03/03/24 9:43 AM Sun 9-10am Sun 9-10am :30 1FSF002000H \$500.00 NM  Weeks: Start Date 03/04/24 03/10/24 Spots/Week Spots/We	Spots: # Ch			iption .		Lenath	n Ad-ID			Rate Type
Weeks:Start Date 03/04/24End Date 03/10/24MTWTFSS 1Spots/Week 1Rate $$500.00$ Spots:#ChDay Air DateAir Time Air TimeDescriptionStart/End Time Start/End TimeLength Ad-IDAd-IDRate Type								ОООН		
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type		Start Date	End Date MTWTFSS		Rate					
	Spots: # Ch		00/.0/2.	iption .		Lenath	n Ad-ID			Rate Type
								В000Н		



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Invoice #	464280-2	Invoice Month	March 2024		
Invoice Date	03/10/24 Invoice Period 02/26/24 - 03				
Advertiser	Financial Services Forum				
Product	FINANCIAL SVCS FORUM				
Estimate #	8				

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Spots/

Start/End Time Line Start Date **End Date** Description MTWTFSS Length Week Rate Type

> **Total Spots** 26

**Payment Terms 30 Days** 

**Gross Total** 

\$7,500.00

Agency Commission

\$1,125.00

Net Amount Due

\$6,375.00