

# INVOICE



**WDBJ Television Inc.**  
 2807 Hershberger Rd  
 Roanoke, VA 24017  
 Main: (540)344-7000  
 Billing:

www.wdbj7.com

Billing Address:

**PINPOINT MEDIA**  
 Attention: Accounts Payable  
 1707 OSAGE STREET  
 SUITE 103  
 ALEXANDRIA, VA 22302

Send Payment To:

**WDBJ Television Inc.**  
 P O Box 14200  
 Tallahassee, FL 32317-4200

Invoice #	Invoice Date	Invoice Month	Invoice Period
39712-1	02/28/16	February 2016	02/01/16 - 02/10/16

Property	Account Executive	Sales Office	Sales Region
WDBJ-TV	MATTHEW WURM	Political	Political spots

Advertiser	Product	Estimate Number
ISS / VHHA	VHHA	622

Flight Dates	Order #	Alt Order #
02/06/16 - 02/19/16	39712	08135667

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	52	52

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type	
8	02/08/16	02/15/16	NEWS 7 AT NOON	M-F 12-1230P	1-----	:30	1	\$585.00	NM	
Weeks: <u>Start Date</u> 02/08/16 <u>End Date</u> 02/14/16 <u>MTWTFSS</u> 1----- <u>Spots/Week</u> 1 <u>Rate</u> \$585.00										
<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	WDBJ7	M	02/08/16	12:27 PM	NEWS 7 AT NOON	M-F 12-1230P	:30	DMSC 2016 VHHA01H	\$585.00	NM
9	02/08/16	02/08/16	NEWS 7 AT 5	M-F 5-530P	1-----	:30	1	\$1,240.00	NM	
Weeks: <u>Start Date</u> 02/08/16 <u>End Date</u> 02/14/16 <u>MTWTFSS</u> 1----- <u>Spots/Week</u> 1 <u>Rate</u> \$1,240.00										
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1	WDBJ7	M	02/08/16	5:28 PM	NEWS 7 AT 5	M-F 5-530P	:30	DMSC 2016 VHHA01H	\$1,240.00	NM
10	02/08/16	02/15/16	MORNIN'	M-F 6-7A	1-----	:30	1	\$670.00	NM	
Weeks: <u>Start Date</u> 02/08/16 <u>End Date</u> 02/14/16 <u>MTWTFSS</u> 1----- <u>Spots/Week</u> 1 <u>Rate</u> \$670.00										
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1	WDBJ7	M	02/08/16	6:56 AM	MORNIN'	M-F 6-7A	:30	DMSC 2016 VHHA01H	\$670.00	NM
11	02/08/16	02/15/16	WHEEL OF FORTUNE/JIM-F 7-8P	M-F 7-8P	1-----	:30	1	\$1,480.00	NM	
Weeks: <u>Start Date</u> 02/08/16 <u>End Date</u> 02/14/16 <u>MTWTFSS</u> 1----- <u>Spots/Week</u> 1 <u>Rate</u> \$1,480.00										
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1	WDBJ7	M	02/08/16	7:17 PM	WHEEL OF FORTUNE/JEOPAR	M-F 7-8P	:30	DMSC 2016 VHHA01H	\$1,480.00	NM
13	02/06/16	02/06/16	NEWS 7 AT 6	6-630P	-----1-	:30	1	\$1,100.00	NM	
Weeks: <u>Start Date</u> 02/01/16 <u>End Date</u> 02/07/16 <u>MTWTFSS</u> -----1- <u>Spots/Week</u> 1 <u>Rate</u> \$1,100.00										
<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	WDBJ7	Sa	02/06/16	6:23 PM	NEWS 7 AT 6	6-630P	:30	DMSC 2016 VHHA01H	\$1,100.00	NM
15	02/07/16	02/07/16	CBS News Sunday Mornii	SU 9-1030A	-----1	:30	1	\$820.00	NM	
Weeks: <u>Start Date</u> 02/07/16 <u>End Date</u> 02/07/16 <u>MTWTFSS</u> -----1 <u>Spots/Week</u> 1 <u>Rate</u> \$820.00										

CBS All Access (a subscription based app) carries WDBJ7 & CBS programming (including commercials) within the Roanoke-Lynchburg television market. WDBJ7, MY19 and WDBJ7.com does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to or has the effect of discriminating on the basis of race or ethnicity. We warrant that the actual broadcast information shown on this invoice was taken from the program log and is accurate to within 2 minutes of actual broadcast and will be available upon request for at least 1 year.

# INVOICE

Send Payment To:



**WDBJ Television Inc.**  
**P O Box 14200**  
**Tallahassee, FL 32317-4200**

<u>Invoice #</u> 39712-1	<u>Invoice Date</u> 02/28/16	<u>Invoice Month</u> February 2016	<u>Invoice Period</u> 02/01/16 - 02/10/16
<u>Advertiser</u> ISS / VHHA	<u>Product</u> VHHA	<u>Estimate Number</u> 622	

www.wdbj7.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
15	02/07/16	02/07/16	CBS News Sunday Mornin	SU 9-1030A	-----1	:30	1	\$820.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/01/16 02/07/16 -----1 1 \$820.00										
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1	WDBJ7	Su	02/07/16	9:38 AM	CBS News Sunday Morning	SU 9-1030A	:30	DMSC 2016 VHHA01H	\$820.00	NM
22	02/09/16	02/09/16	M-F NEWS 7 AT 11 WEEM-F	11-1135P	-1-----	:30	1	\$1,125.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/08/16 02/14/16 -1----- 1 \$1,125.00										
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1	WDBJ7	Tu	02/09/16	11:28 PM	M-F NEWS 7 AT 11 WEEKDAYS	M-F 11-1135P	:30	DMSC 2016 VHHA 03H	\$1,125.00	NM
23	02/09/16	02/16/16	NEWS 7 AT NOON	M-F 12-1230P	-1-----	:30	1	\$585.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/08/16 02/14/16 -1----- 1 \$585.00										
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1	WDBJ7	Tu	02/09/16	12:21 PM	NEWS 7 AT NOON	M-F 12-1230P	:30	DMSC 2016 VHHA 03H	\$585.00	NM
25	02/09/16	02/09/16	NEWS 7 AT 6	M-F 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> 02/08/16 02/14/16 -1----- 1 \$1,500.00										
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1	WDBJ7	Tu	02/09/16	6:21 PM	NEWS 7 AT 6	M-F 6-630P	:30	DMSC 2016 VHHA 03H	\$1,500.00	NM
26	02/09/16	02/16/16	WHEEL OF FORTUNE/JIM-F	7-8P	-1-----	:30	1	\$1,480.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/08/16 02/14/16 -1----- 1 \$1,480.00										
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1	WDBJ7	Tu	02/09/16	7:07 PM	WHEEL OF FORTUNE/JEOPAR	M-F 7-8P	:30	DMSC 2016 VHHA 03H	\$1,480.00	NM
27	02/09/16	02/16/16	CBS EARLY SHOW	M-F 7-9A	-1-----	:30	1	\$570.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/08/16 02/14/16 -1----- 1 \$570.00										
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1	WDBJ7	Tu	02/09/16	8:54 AM	CBS EARLY SHOW	M-F 7-9A	:30	DMSC 2016 VHHA 03H	\$570.00	NM
28	02/10/16	02/10/16	M-F NEWS 7 AT 11 WEEM-F	11-1135P	--1----	:30	1	\$1,125.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/08/16 02/14/16 --1---- 1 \$1,125.00										
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2	WDBJ7	W	02/10/16	11:27 PM	M-F NEWS 7 AT 11 WEEKDAYS	M-F 11-1135P	:30	DMSC 2016 VHHA 03H	\$1,125.00	NM
29	02/10/16	02/10/16	NEWS 7 AT 5	M-F 5-530P	--1----	:30	1	\$1,240.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/08/16 02/14/16 --1---- 1 \$1,240.00										
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1	WDBJ7	W	02/10/16	5:27 PM	NEWS 7 AT 5	M-F 5-530P	:30	DMSC 2016 VHHA 03H	\$1,240.00	NM
30	02/10/16	02/10/16	MORNIN'	M-F 6-7A	--1----	:30	1	\$670.00	NM	

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Advertiser	Product	Estimate Number
ISS / VHHA	VHHA	622

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type																																																					
30	02/10/16	02/10/16	MORNIN'	M-F 6-7A	--1----	:30	1	\$670.00	NM																																																					
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<b>Total Spots</b>							<b>17</b>																																																							

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$16,810.00</b>
<u>Agency Commission</u>	<b>\$2,521.50</b>
<u>Net Amount Due</u>	<b>\$14,288.50</b>

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