

INVOICE



WATN
1725 N. Shelby Oaks Dr.
Suite 101
Memphis, TN 38134
Main: (901)323-2430
Billing:

Property	WATN		
Invoice #	2879190-1	Order #	2879190
Invoice Date	03/31/24	Alt Order #	WOC14543900
Invoice Month	March 2024	Deal #	
Invoice Period	02/26/24 - 03/26/24	Flight Dates	03/18/24 - 03/31/24
Advertiser	ISS/ American Cancer Society Cancer Action Network		
Product	Issue		
Estimate #	3708		

Billing Address:

Hulsen Media Services / POL
Attention: Accounts Payable
2400 Laramie Trail
Austin, TX 78745

Send Payment To:

WATN
WATN
P.O. Box 637386
Cincinnati, OH 45263-7386

Account Executive	Aleesha Maewall
Sales Office	TEGNA Sales Washington DC
Sales Region	National
Agency Code	9915247
Advertiser Code	
Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	
Agency Ref	20106AG
Advertiser Ref	86488
Product 1	385
Product 2	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																										
1	03/18/24	03/26/24	LOCAL 24 NEWS @ 11A	11:00 AM-11:30 AM	----1--	:30	1	\$120.00	NM																																																																																																										
<table border="0"> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>03/18/24</td> <td>03/24/24</td> <td>----1--</td> <td>1</td> <td>\$120.00</td> <td colspan="4"></td> </tr> <tr> <td>Spots: #</td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WATN</td> <td>F</td> <td>03/22/24</td> <td>11:29 AM</td> <td>LOCAL 24 NEWS @ 11A</td> <td>11:00 AM-11:30 AM</td> <td>:30</td> <td>CPMACSMS001H</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>03/25/24</td> <td>03/31/24</td> <td>11-----</td> <td>2</td> <td>\$120.00</td> <td colspan="4"></td> </tr> <tr> <td>Spots: #</td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>2</td> <td>WATN</td> <td>M</td> <td>03/25/24</td> <td>11:12 AM</td> <td>LOCAL 24 NEWS @ 11A</td> <td>11:00 AM-11:30 AM</td> <td>:30</td> <td>CPMACSMS001H</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>3</td> <td>WATN</td> <td>Tu</td> <td>03/26/24</td> <td></td> <td>LOCAL 24 NEWS @ 11A</td> <td>11:00 AM-11:30 AM</td> <td>:00</td> <td></td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td colspan="11" style="text-align: center;">Credited</td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						03/18/24	03/24/24	----1--	1	\$120.00					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	WATN	F	03/22/24	11:29 AM	LOCAL 24 NEWS @ 11A	11:00 AM-11:30 AM	:30	CPMACSMS001H	\$120.00	NM	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						03/25/24	03/31/24	11-----	2	\$120.00					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>	2	WATN	M	03/25/24	11:12 AM	LOCAL 24 NEWS @ 11A	11:00 AM-11:30 AM	:30	CPMACSMS001H	\$120.00	NM	3	WATN	Tu	03/26/24		LOCAL 24 NEWS @ 11A	11:00 AM-11:30 AM	:00		\$120.00	NM	Credited										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																																														
	03/18/24	03/24/24	----1--	1	\$120.00																																																																																																														
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	WATN	F	03/22/24	11:29 AM	LOCAL 24 NEWS @ 11A	11:00 AM-11:30 AM	:30	CPMACSMS001H	\$120.00	NM																																																																																																									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																																														
	03/25/24	03/31/24	11-----	2	\$120.00																																																																																																														
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>																																																																																																									
2	WATN	M	03/25/24	11:12 AM	LOCAL 24 NEWS @ 11A	11:00 AM-11:30 AM	:30	CPMACSMS001H	\$120.00	NM																																																																																																									
3	WATN	Tu	03/26/24		LOCAL 24 NEWS @ 11A	11:00 AM-11:30 AM	:00		\$120.00	NM																																																																																																									
Credited																																																																																																																			
2	03/18/24	03/26/24	ABC 24 NEWS @ 6P	6:00 PM-6:30 PM	---1---	:30	1	\$150.00	NM																																																																																																										
<table border="0"> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>03/18/24</td> <td>03/24/24</td> <td>---1---</td> <td>1</td> <td>\$150.00</td> <td colspan="4"></td> </tr> <tr> <td>Spots: #</td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WATN</td> <td>Th</td> <td>03/21/24</td> <td>6:23 PM</td> <td>ABC 24 NEWS @ 6P</td> <td>6:00 PM-6:30 PM</td> <td>:30</td> <td>CPMACSMS001H</td> <td>\$150.00</td> <td>NM</td> </tr> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>03/25/24</td> <td>03/31/24</td> <td>11-----</td> <td>2</td> <td>\$150.00</td> <td colspan="4"></td> </tr> <tr> <td>Spots: #</td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>2</td> <td>WATN</td> <td>M</td> <td>03/25/24</td> <td>6:13 PM</td> <td>ABC 24 NEWS @ 6P</td> <td>6:00 PM-6:30 PM</td> <td>:30</td> <td>CPMACSMS001H</td> <td>\$150.00</td> <td>NM</td> </tr> <tr> <td>3</td> <td>WATN</td> <td>Tu</td> <td>03/26/24</td> <td></td> <td>ABC 24 NEWS @ 6P</td> <td>6:00 PM-6:30 PM</td> <td>:00</td> <td></td> <td>\$150.00</td> <td>NM</td> </tr> <tr> <td colspan="11" style="text-align: center;">Credited</td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						03/18/24	03/24/24	---1---	1	\$150.00					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	WATN	Th	03/21/24	6:23 PM	ABC 24 NEWS @ 6P	6:00 PM-6:30 PM	:30	CPMACSMS001H	\$150.00	NM	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						03/25/24	03/31/24	11-----	2	\$150.00					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>	2	WATN	M	03/25/24	6:13 PM	ABC 24 NEWS @ 6P	6:00 PM-6:30 PM	:30	CPMACSMS001H	\$150.00	NM	3	WATN	Tu	03/26/24		ABC 24 NEWS @ 6P	6:00 PM-6:30 PM	:00		\$150.00	NM	Credited										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																																														
	03/18/24	03/24/24	---1---	1	\$150.00																																																																																																														
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	WATN	Th	03/21/24	6:23 PM	ABC 24 NEWS @ 6P	6:00 PM-6:30 PM	:30	CPMACSMS001H	\$150.00	NM																																																																																																									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																																														
	03/25/24	03/31/24	11-----	2	\$150.00																																																																																																														
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>																																																																																																									
2	WATN	M	03/25/24	6:13 PM	ABC 24 NEWS @ 6P	6:00 PM-6:30 PM	:30	CPMACSMS001H	\$150.00	NM																																																																																																									
3	WATN	Tu	03/26/24		ABC 24 NEWS @ 6P	6:00 PM-6:30 PM	:00		\$150.00	NM																																																																																																									
Credited																																																																																																																			
3	03/18/24	03/26/24	LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	---1---	:30	1	\$190.00	NM																																																																																																										
<table border="0"> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>03/18/24</td> <td>03/24/24</td> <td>---1---</td> <td>1</td> <td>\$190.00</td> <td colspan="4"></td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						03/18/24	03/24/24	---1---	1	\$190.00																																																																																										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																																														
	03/18/24	03/24/24	---1---	1	\$190.00																																																																																																														

Standard Terms If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premio.com/advertising-terms-and-conditions/>

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

INVOICE



Send Payment To:
WATN
WATN
P.O. Box 637386
Cincinnati, OH 45263-7386

Invoice #	2879190-1	Invoice Month	March 2024
Invoice Date	03/31/24	Invoice Period	02/26/24 - 03/26/24
Advertiser	ISS/ American Cancer Society Cancer Action Network		
Product	Issue		
Estimate #	3708		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																								
3	03/18/24	03/26/24	LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	---1---	:30	1	\$190.00	NM																																																																																								
<table border="0"> <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>WATN</td> <td>Th</td> <td>03/21/24</td> <td>10:34 PM</td> <td>LOCAL 24 NEWS @ 10P</td> <td>10:00 PM-10:35 PM</td> <td>:30</td> <td>CPMACSMS001H</td> <td>\$190.00</td> <td>NM</td> </tr> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>03/25/24</td> <td>03/31/24</td> <td>11-----</td> <td>2</td> <td>\$190.00</td> <td colspan="5"></td> </tr> <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>WATN</td> <td>M</td> <td>03/25/24</td> <td>10:10 PM</td> <td>LOCAL 24 NEWS @ 10P</td> <td>10:00 PM-10:35 PM</td> <td>:30</td> <td>CPMACSMS001H</td> <td>\$190.00</td> <td>NM</td> </tr> <tr> <td>3</td> <td>WATN</td> <td>Tu</td> <td>03/26/24</td> <td></td> <td>LOCAL 24 NEWS @ 10P</td> <td>10:00 PM-10:35 PM</td> <td>:00</td> <td></td> <td>\$190.00</td> <td>NM</td> </tr> <tr> <td colspan="11"><i>Credited</i></td> </tr> </table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WATN	Th	03/21/24	10:34 PM	LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	:30	CPMACSMS001H	\$190.00	NM	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							03/25/24	03/31/24	11-----	2	\$190.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WATN	M	03/25/24	10:10 PM	LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	:30	CPMACSMS001H	\$190.00	NM	3	WATN	Tu	03/26/24		LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	:00		\$190.00	NM	<i>Credited</i>										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																							
1	WATN	Th	03/21/24	10:34 PM	LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	:30	CPMACSMS001H	\$190.00	NM																																																																																							
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																												
	03/25/24	03/31/24	11-----	2	\$190.00																																																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																							
2	WATN	M	03/25/24	10:10 PM	LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	:30	CPMACSMS001H	\$190.00	NM																																																																																							
3	WATN	Tu	03/26/24		LOCAL 24 NEWS @ 10P	10:00 PM-10:35 PM	:00		\$190.00	NM																																																																																							
<i>Credited</i>																																																																																																	
4	03/18/24	03/23/24	SAT LOCAL24 NEWS @ 10P	10:00 PM-10:35 PM	-----1-	:30	1	\$140.00	NM																																																																																								
<table border="0"> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>03/18/24</td> <td>03/24/24</td> <td>-----1-</td> <td>1</td> <td>\$140.00</td> <td colspan="5"></td> </tr> <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>WATN</td> <td>Sa</td> <td>03/23/24</td> <td>10:28 PM</td> <td>SAT LOCAL24 NEWS @ 10P</td> <td>10:00 PM-10:35 PM</td> <td>:30</td> <td>CPMACSMS001H</td> <td>\$140.00</td> <td>NM</td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							03/18/24	03/24/24	-----1-	1	\$140.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WATN	Sa	03/23/24	10:28 PM	SAT LOCAL24 NEWS @ 10P	10:00 PM-10:35 PM	:30	CPMACSMS001H	\$140.00	NM																																												
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																												
	03/18/24	03/24/24	-----1-	1	\$140.00																																																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																							
1	WATN	Sa	03/23/24	10:28 PM	SAT LOCAL24 NEWS @ 10P	10:00 PM-10:35 PM	:30	CPMACSMS001H	\$140.00	NM																																																																																							

Total Spots 7

Include Invoice # on Check - Payment Terms 30 Days

<u>Gross Total</u>	\$1,060.00
<u>Agency Commission</u>	\$159.00
<u>Net Amount Due</u>	\$901.00

Standard Terms If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premion.com/advertising-terms-and-conditions/>.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.