

# INVOICE



**WDAM**  
 2362 Highway 11 North  
 Moselle, MS 39459  
 Sales T&C: <http://bit.ly/2FYavgw>  
 Main: (601) 544-4730  
 Billing: (601) 450-8324

Invoice #	Invoice Date	Invoice Month	Invoice Period
2078206-1	10/21/18	October 2018	10/01/18 - 10/16/18

Property	Account Executive	Sales Office	Sales Region
WDAM	Cindy Smith	WDAM-Hattiesb	Local

Advertiser	Product	Estimate Number
POL/Hyde-Smith, Cindy/US	Oct 10-16 TV	292

Billing Address:

**Maggie Clark Media Services**  
 Attention: Accounts Payable  
 139 Bent Creek Drive  
 Brandon, MS 39047

Send Payment To:

**WDAM**  
 P.O. Box 11407  
 Drawer #0563  
 Birmingham, AL 35246-0563

Flight Dates	Order #	Alt Order #
10/10/18 - 10/16/18	2078206	

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																																																																																																																																													
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All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We warrant that the actual broadcast information shown on this statement 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.

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:  
**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

<b>Invoice #</b> 2078206-1	<b>Invoice Date</b> 10/21/18	<b>Invoice Month</b> October 2018	<b>Invoice Period</b> 10/01/18 - 10/16/18
<b>Advertiser</b> POL/Hyde-Smith, Cindy/US		<b>Product</b> Oct 10-16 TV	<b>Estimate Number</b> 292

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All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We warrant that the actual broadcast information shown on this statement 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.

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:

**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

<b>Invoice #</b> 2078206-1	<b>Invoice Date</b> 10/21/18	<b>Invoice Month</b> October 2018	<b>Invoice Period</b> 10/01/18 - 10/16/18
<b>Advertiser</b> POL/Hyde-Smith, Cindy/US		<b>Product</b> Oct 10-16 TV	<b>Estimate Number</b> 292

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<td>WDAM</td> <td>W</td> <td>10/10/18</td> <td>8:26 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>5</td> <td>WDAM</td> <td>W</td> <td>10/10/18</td> <td>8:47 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>3</td> <td>WDAM</td> <td>W</td> <td>10/10/18</td> <td>9:00 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>8</td> <td>WDAM</td> <td>Th</td> <td>10/11/18</td> <td>7:19 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>6</td> <td>WDAM</td> <td>Th</td> <td>10/11/18</td> <td>7:55 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>7</td> <td>WDAM</td> <td>Th</td> <td>10/11/18</td> <td>8:26 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<td>\$120.00</td> <td>NM</td> </tr> <tr> <td>19</td> <td>WDAM</td> <td>M</td> <td>10/15/18</td> <td>8:46 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>16</td> <td>WDAM</td> <td>M</td> <td>10/15/18</td> <td>8:59 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>24</td> <td>WDAM</td> <td>Tu</td> <td>10/16/18</td> <td>7:28 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>21</td> <td>WDAM</td> <td>Tu</td> <td>10/16/18</td> <td>7:55 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>25</td> <td>WDAM</td> <td>Tu</td> <td>10/16/18</td> <td>8:26 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> 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BLACK	\$120.00	NM	3	WDAM	W	10/10/18	9:00 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	8	WDAM	Th	10/11/18	7:19 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	6	WDAM	Th	10/11/18	7:55 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	7	WDAM	Th	10/11/18	8:26 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	9	WDAM	Th	10/11/18	8:45 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	10	WDAM	Th	10/11/18	9:00 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	12	WDAM	F	10/12/18	7:20 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	11	WDAM	F	10/12/18	7:56 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	14	WDAM	F	10/12/18	8:26 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	13	WDAM	F	10/12/18	8:39 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	15	WDAM	F	10/12/18	8:56 AM	NBC Today Show	7a-9a	:30	NRSC 4095 BLACK	\$120.00	NM	18	WDAM	M	10/15/18	7:30 AM	NBC Today Show	7a-9a	:30	NRSC 4095 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All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We warrant that the actual broadcast information shown on this statement 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.

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:

**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

Invoice #	Invoice Date	Invoice Month	Invoice Period
2078206-1	10/21/18	October 2018	10/01/18 - 10/16/18
Advertiser		Product	Estimate Number
POL/Hyde-Smith, Cindy/US		Oct 10-16 TV	292

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/10/18	10/16/18	NBC Today Show	7a-9a	5555--	:30	25	\$120.00	NM
12	10/10/18	10/16/18	NBC Today Show II	9a-10a	11111--	:30	5	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/18 10/16/18 11111-- 5 \$45.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDAM	W	10/10/18	9:34 AM	NBC Today Show II	9a-10a	:30	NRSC 4095 BLACK	\$45.00 NM
2	WDAM	Th	10/11/18	9:36 AM	NBC Today Show II	9a-10a	:30	NRSC 4095 BLACK	\$45.00 NM
3	WDAM	F	10/12/18	9:32 AM	NBC Today Show II	9a-10a	:30	NRSC 4095 BLACK	\$45.00 NM
4	WDAM	M	10/15/18	9:36 AM	NBC Today Show II	9a-10a	:30	NRSC 4095 BLACK	\$45.00 NM
5	WDAM	Tu	10/16/18	9:32 AM	NBC Today Show II	9a-10a	:30	NRSC 4095 BLACK	\$45.00 NM
13	10/10/18	10/16/18	NBC Today Show III	10a-11a	11111--	:30	5	\$35.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/18 10/16/18 11111-- 5 \$35.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDAM	W	10/10/18	10:33 AM	NBC Today Show III	10a-11a	:30	NRSC 4095 BLACK	\$35.00 NM
2	WDAM	Th	10/11/18	10:33 AM	NBC Today Show III	10a-11a	:30	NRSC 4095 BLACK	\$35.00 NM
3	WDAM	F	10/12/18	10:32 AM	NBC Today Show III	10a-11a	:30	NRSC 4095 BLACK	\$35.00 NM
4	WDAM	M	10/15/18	10:33 AM	NBC Today Show III	10a-11a	:30	NRSC 4095 BLACK	\$35.00 NM
5	WDAM	Tu	10/16/18	10:55 AM	NBC Today Show III	10a-11a	:30	NRSC 4095 BLACK	\$35.00 NM
14	10/10/18	10/16/18	Inside Edition	4p-430p	11111--	:30	5	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/18 10/16/18 11111-- 5 \$60.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDAM	W	10/10/18	4:21 PM	Inside Edition	4p-430p	:30	NRSC 4095 BLACK	\$60.00 NM
2	WDAM	Th	10/11/18	4:15 PM	Inside Edition	4p-430p	:30	NRSC 4095 BLACK	\$60.00 NM
3	WDAM	F	10/12/18	4:15 PM	Inside Edition	4p-430p	:30	NRSC 4095 BLACK	\$60.00 NM
4	WDAM	M	10/15/18	4:22 PM	Inside Edition	4p-430p	:30	NRSC 4095 BLACK	\$60.00 NM
5	WDAM	Tu	10/16/18	4:16 PM	Inside Edition	4p-430p	:30	NRSC 4095 BLACK	\$60.00 NM
15	10/10/18	10/16/18	Jeopardy	430p-5p	11111--	:30	5	\$80.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/18 10/16/18 11111-- 5 \$80.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDAM	W	10/10/18	4:35 PM	Jeopardy	430p-5p	:30	NRSC 4095 BLACK	\$80.00 NM
2	WDAM	Th	10/11/18	4:36 PM	Jeopardy	430p-5p	:30	NRSC 4095 BLACK	\$80.00 NM
3	WDAM	F	10/12/18	4:35 PM	Jeopardy	430p-5p	:30	NRSC 4095 BLACK	\$80.00 NM
4	WDAM	M	10/15/18	4:35 PM	Jeopardy	430p-5p	:30	NRSC 4095 BLACK	\$80.00 NM
5	WDAM	Tu	10/16/18	4:43 PM	Jeopardy	430p-5p	:30	NRSC 4095 BLACK	\$80.00 NM
16	10/10/18	10/16/18	Wheel of Fortune	630p-7p	11111--	:30	5	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/18 10/16/18 11111-- 5 \$300.00									

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We warrant that the actual broadcast information shown on this statement 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.

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# INVOICE



Send Payment To:  
**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

Invoice # 2078206-1	Invoice Date 10/21/18	Invoice Month October 2018	Invoice Period 10/01/18 - 10/16/18
Advertiser POL/Hyde-Smith, Cindy/US		Product Oct 10-16 TV	Estimate Number 292

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	10/10/18	10/16/18	Wheel of Fortune	630p-7p	11111--	:30	5	\$300.00	NM
10/10/18 10/16/18 11111-- 5 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDAM W 10/10/18 6:42 PM Wheel of Fortune 630p-7p :30 NRSC 4095 BLACK \$300.00 NM 2 WDAM Th 10/11/18 6:54 PM Wheel of Fortune 630p-7p :30 NRSC 4095 BLACK \$300.00 NM 3 WDAM F 10/12/18 6:55 PM Wheel of Fortune 630p-7p :30 NRSC 4095 BLACK \$300.00 NM 4 WDAM M 10/15/18 6:41 PM Wheel of Fortune 630p-7p :30 NRSC 4095 BLACK \$300.00 NM 5 WDAM Tu 10/16/18 6:55 PM Wheel of Fortune 630p-7p :30 NRSC 4095 BLACK \$300.00 NM									
17	10/10/18	10/16/18	The Tonight Show	1035p-1137p	11111--	:30	5	\$105.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/10/18 10/16/18 11111-- 5 \$105.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDAM W 10/10/18 11:01 PM The Tonight Show 1035p-1137p :30 NRSC 4095 BLACK \$105.00 NM 2 WDAM Th 10/11/18 10:52 PM The Tonight Show 1035p-1137p :30 NRSC 4095 BLACK \$105.00 NM 3 WDAM F 10/12/18 11:02 PM The Tonight Show 1035p-1137p :30 NRSC 4095 BLACK \$105.00 NM 4 WDAM M 10/15/18 11:07 PM The Tonight Show 1035p-1137p :30 NRSC 4095 BLACK \$105.00 NM 5 WDAM Tu 10/16/18 10:48 PM The Tonight Show 1035p-1137p :30 NRSC 4095 BLACK \$105.00 NM									
18	10/13/18	10/13/18	NBC Saturday Today	7a-9a	-----4-	:30	4	\$30.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/10/18 10/16/18 -----4- 4 \$30.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WDAM Sa 10/13/18 7:20 AM NBC Saturday Today 7a-9a :30 NRSC 4095 BLACK \$30.00 NM 1 WDAM Sa 10/13/18 7:56 AM NBC Saturday Today 7a-9a :30 NRSC 4095 BLACK \$30.00 NM 2 WDAM Sa 10/13/18 8:26 AM NBC Saturday Today 7a-9a :30 NRSC 4095 BLACK \$30.00 NM 4 WDAM Sa 10/13/18 8:43 AM NBC Saturday Today 7a-9a :30 NRSC 4095 BLACK \$30.00 NM									
19	10/13/18	10/13/18	Wheel of Fortune	630p-7p	-----1-	:30	1	\$150.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/10/18 10/16/18 -----1- 1 \$150.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDAM Sa 10/13/18 6:42 PM Wheel of Fortune 630p-7p :30 NRSC 4095 BLACK \$150.00 NM									
20	10/14/18	10/14/18	NBC Today Show Sun	8a-9a	-----2	:30	2	\$30.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/10/18 10/16/18 -----2 2 \$30.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDAM Su 10/14/18 8:26 AM NBC Today Show Sun 8a-9a :30 NRSC 4095 BLACK \$30.00 NM 2 WDAM Su 10/14/18 8:57 AM NBC Today Show Sun 8a-9a :30 NRSC 4095 BLACK \$30.00 NM									
21	10/15/18	10/15/18	7p-9p Voice	7p-9p Voice	2-----	:30	2	\$675.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/10/18 10/16/18 2----- 2 \$675.00									

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# INVOICE



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**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

Invoice # 2078206-1	Invoice Date 10/21/18	Invoice Month October 2018	Invoice Period 10/01/18 - 10/16/18
Advertiser POL/Hyde-Smith, Cindy/US	Product Oct 10-16 TV	Estimate Number 292	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																													
21	10/15/18	10/15/18	7p-9p Voice	7p-9p Voice	2-----	:30	2	\$675.00	NM																																																																													
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23	10/10/18	10/10/18	Wed 9p-10p Chicago PD	9p-10p Chicago PD	--1----	:30	1	\$560.00	NM																																																																													
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<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																	
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1	WDAM	Sa	10/13/18	7:21 PM	7p-9p Dateline	7p-9p Dateline	:30	NRSC 4095 BLACK	\$75.00	NM																																																																												
26	10/14/18	10/14/18	NFL Football	720p-1030p	-----1	:30	1	\$1,215.00	NM																																																																													
<table border="0"> <tr> <td><b>Weeks:</b></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>10/10/18</td> <td>10/16/18</td> <td>-----1</td> <td>1</td> <td>\$1,215.00</td> <td colspan="5"></td> </tr> <tr> <td><b>Spots: #</b></td> <td><b>Ch</b></td> <td><b>Day</b></td> <td><b>Air Date</b></td> <td><b>Air Time</b></td> <td><b>Description</b></td> <td><b>Start/End Time</b></td> <td><b>Length</b></td> <td><b>Ad-ID</b></td> <td><b>Rate</b></td> <td><b>Type</b></td> </tr> <tr> <td>1</td> <td>WDAM</td> <td>Su</td> <td>10/14/18</td> <td>8:55 PM</td> <td>NFL Football</td> <td>720p-1030p</td> <td>:30</td> <td>NRSC 4095 BLACK</td> <td>\$1,215.00</td> <td>NM</td> </tr> </table>										<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							10/10/18	10/16/18	-----1	1	\$1,215.00						<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate</b>	<b>Type</b>	1	WDAM	Su	10/14/18	8:55 PM	NFL Football	720p-1030p	:30	NRSC 4095 BLACK	\$1,215.00	NM																																	
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**Total Spots 108**

## Payment Terms 30 Days

**Gross Total \$19,530.00**

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We warrant that the actual broadcast information shown on this statement 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.

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:

**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
2078206-1	10/21/18	October 2018	10/01/18 - 10/16/18
<u>Advertiser</u>		<u>Product</u>	<u>Estimate Number</u>
POL/Hyde-Smith, Cindy/US		Oct 10-16 TV	292

Agency Commission                    **\$2,929.50**

Net Amount Due                        **\$16,600.50**

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