



WFXR  
201 Humboldt St  
Rochester, NY 14610  
ph: (585) 287-8046  
fx: (585) 482-2515

**Advertiser**  
**Agency**  
**Buyer**  
**Salesperson**

**Ed Gillespi/Governor/Republican/VA(88014**  
**Strategic Media Services Inc (13884)**  
Michelle, Irvin,  
Katz - Washington DC, Washington DC  
(1179)  
ph: (202) 872-5880 , fx: (202) 872-0263x  
Political - Governor (1067)  
Ed Gillespie (634572)  
**National/Political**  
3037/ECR25682859  
HH

**Invoice** 3116558  
**Inv Date** 7/30/2017  
**Terms** Cash In Advance  
**Contract** 1625970  
**Bill Type** Standard  
**Period** 6/26/2017 - 7/30/2017

**Strategic Media Services Inc**  
**1911 North Ft Myer Drive**  
**Suite 400**  
**Arlington, VA 22209**

AgM

**Product**  
**Brand**  
**Acct Types**  
**Est/Headline**  
**Demo**  
**Revision**  
**Comments**

Candidate  
NEW POLITICAL CANDIDATE ORDER

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 7/31/2017 3:45:05PM

Roanoke VA (WFXR)

## DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b>		<b>WFXR NEWS-5&lt; Target 2 Index: 120. Nielsen: 0.5</b>						
	SPOT	5:00:00AM- 5:30:00	Per week (1),We	07/26/17 5:10AM (We)	00:30	Good Day Virginia	EGVA072417H	\$15.00	
2.0	<b>Contract Line Remarks:</b>		<b>WFXR NEWS-6 Target 2 Index: 106. Nielsen: 0.7</b>						
	SPOT	6:30:00AM- 7:00:00	Per week (1),We	07/26/17 6:47AM (We)	00:30	Good Day Virginia @	EGVA0724172H	\$30.00	
3.0	<b>Contract Line Remarks:</b>		<b>DIVORCE COURT Target 2 Index: 111. Nielsen: 1.5</b>						
	SPOT	2:00:00PM- 2:30:00	Per week (1),We	07/26/17 2:17PM (We)	00:30	Divorce Court	EGVA072417H	\$125.00	
4.0	<b>Contract Line Remarks:</b>		<b>FAMILY FEUD B Target 2 Index: 119. Nielsen: 2.3</b>						
	SPOT	3:30:00PM- 4:00:00	Per week (1),We	07/26/17 3:57PM (We)	00:30	FAMILY FEUD	EGVA0724172H	\$125.00	
5.0	<b>Contract Line Remarks:</b>		<b>JUDGE JUDY B Target 2 Index: 109. Nielsen: 3.4</b>						
	SPOT	4:30:00PM- 5:00:00	Per week (1),We	07/26/17 4:39PM (We)	00:30	Judge Judy	EGVA072417H	\$125.00	
6.0	<b>Contract Line Remarks:</b>		<b>BIG BNG THEORY Target 2 Index: 112. Nielsen: 3.9</b>						
	SPOT	7:00:00PM- 7:30:00	Per week (1),We	07/26/17 7:26PM (We)	00:30	BIG BANG THEORY	EGVA072417H	\$375.00	
7.0	<b>Contract Line Remarks:</b>		<b>MIKE AND MOLLY&lt; Target 2 Index: 107. Nielsen: 2.4</b>						
	SPOT	6:00:00PM- 6:30:00	Per week (1),We	07/26/17 6:12PM (We)	00:30	MIKE & MOLLY	EGVA0724172H	\$150.00	
8.0	<b>Contract Line Remarks:</b>		<b>WFXR NEWS-10 B Target 2 Index: 104. Nielsen: 3.5</b>						
	SPOT	10:30:00PM-11:00:00	Per week (1),We	07/26/17 10:40PM (We)	00:30	FOX News First at Ten	EGVA0724172H	\$300.00	
9.0	<b>Contract Line Remarks:</b>		<b>WFXR NEWS-5&lt; Target 2 Index: 120. Nielsen: 0.5</b>						
	SPOT	5:00:00AM- 5:30:00	Per week (1),Th	07/27/17 5:25AM (Th)	00:30	Good Day Virginia	EGVA072417H	\$15.00	
12.0	<b>Contract Line Remarks:</b>		<b>WFXR NEWS-7 Target 2 Index: 106. Nielsen: 0.9</b>						
	SPOT	7:00:00AM- 7:30:00	Per week (1),Fr	07/28/17 7:11AM (Fr)	00:30	Good Day Virginia @	EGVA072417H	\$45.00	
14.0	<b>Contract Line Remarks:</b>		<b>WFXR NEWS-8 Target 2 Index: 106. Nielsen: 0.9</b>						
	SPOT	8:30:00AM- 9:00:00	Per week (1),Th	07/27/17 8:39AM (Th)	00:30	Good Day Virginia	EGVA0724172H	\$45.00	
16.0	<b>Contract Line Remarks:</b>		<b>DIVORCE COURT Target 2 Index: 111. Nielsen: 1.5</b>						
	SPOT	2:00:00PM- 2:30:00	Per week (1),Fr	07/28/17 2:07PM (Fr)	00:30	Divorce Court	EGVA072417H	\$125.00	
17.0	<b>Contract Line Remarks:</b>		<b>MAURY POVICH Target 2 Index: 113. Nielsen: 1.7</b>						
	SPOT	9:00:00AM-10:00:00	Per week (1),Th	07/27/17 9:56AM (Th)	00:30	Maury	EGVA072417H	\$45.00	
18.0	<b>Contract Line Remarks:</b>		<b>MAURY POVICH Target 2 Index: 113. Nielsen: 1.7</b>						
	SPOT	9:00:00AM-10:00:00	Per week (1),Fr	07/28/17 9:42AM (Fr)	00:30	Maury	EGVA0724172H	\$45.00	
20.0	<b>Contract Line Remarks:</b>		<b>FAMILY FEUD B Target 2 Index: 119. Nielsen: 2.3</b>						
	SPOT	3:30:00PM- 4:00:00	Per week (1),Fr	07/28/17 3:54PM (Fr)	00:30	FAMILY FEUD	EGVA0724172H	\$125.00	
22.0	<b>Contract Line Remarks:</b>		<b>JUDGE JUDY B Target 2 Index: 109. Nielsen: 3.4</b>						
	SPOT	4:30:00PM- 5:00:00	Per week (1),Fr	07/28/17 4:45PM (Fr)	00:30	Judge Judy	EGVA072417H	\$150.00	
24.0	<b>Contract Line Remarks:</b>		<b>JUDGE JUDY B&lt; Target 2 Index: 109. Nielsen: 4.1</b>						
	SPOT	5:30:00PM- 6:00:00	Per week (1),Th	07/27/17 5:56PM (Th)	00:30	Judge Judy	EGVA0724172H	\$175.00	
25.0	<b>Contract Line Remarks:</b>		<b>JUDGE JUDY B&lt; Target 2 Index: 109. Nielsen: 4.1</b>						
	SPOT	5:30:00PM- 6:00:00	Per week (1),Fr	07/28/17 5:57PM (Fr)	00:30	Judge Judy	EGVA0724172H	\$175.00	
27.0	<b>Contract Line Remarks:</b>		<b>BG BNG THRY B Target 2 Index: 112. Nielsen: 4.1</b>						
	SPOT	7:30:00PM- 8:00:00	Per week (1),Th	07/27/17 7:45PM (Th)	00:30	BIG BANG THEORY	EGVA0724172H	\$450.00	
30.0	<b>Contract Line Remarks:</b>		<b>BIG BANG THEORY Target 2 Index: 109. Nielsen: 2.7</b>						
	SPOT	7:00:00PM- 7:30:00	Per week (1),Sa	07/29/17 7:26PM (Sa)	00:30	BIG BANG THEORY	EGVA0724172H	\$150.00	



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## DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
31.0	<b>Contract Line Remarks:</b>		<b><u>MIKE&amp;MOLLY B&lt; Target 2 Index: 108. Nielsen: 2.4</u></b>						
	SPOT	6:30:00PM- 7:00:00	Per week (1),Th	07/27/17 6:46PM (Th)	00:30	MIKE & MOLLY	EGVA072417H	\$150.00	
32.0	<b>Contract Line Remarks:</b>		<b><u>MIKE&amp;MOLLY B&lt; Target 2 Index: 108. Nielsen: 2.4</u></b>						
	SPOT	6:30:00PM- 7:00:00	Per week (1),Fr	07/28/17 6:42PM (Fr)	00:30	MIKE & MOLLY	EGVA072417H	\$150.00	
34.0	<b>Contract Line Remarks:</b>		<b><u>AMERICAN GRIT Target 2 Index: 116. Nielsen: 1.7</u></b>						
	SPOT	9:00:00PM-American	Per week (1),Su	07/30/17 9:21PM (Su)	00:30	American Grit	EGVA072417H	\$450.00	
36.0	<b>Contract Line Remarks:</b>		<b><u>WFXR NEWS-10 B Target 2 Index: 104. Nielsen: 3.5</u></b>						
	SPOT	10:30:00PM-11:00:00	Per week (1),Th	07/27/17 11:02PM (Th)	00:30	FOX News First at Ten	EGVA072417H	\$300.00	
38.0	<b>Contract Line Remarks:</b>		<b><u>MODERN FAMILY Target 2 Index: 112. Nielsen: 0.9</u></b>						
	SPOT	12:30:00AM- 1:00:00	Per week (1),Th	07/27/17 12:56AM (Th)	00:30	MODERN FAMILY	EGVA0724172H	\$25.00	
39.0	<b>Contract Line Remarks:</b>		<b><u>MODERN FAMILY Target 2 Index: 112. Nielsen: 0.9</u></b>						
	SPOT	12:30:00AM- 1:00:00	Per week (1),Fr	07/28/17 12:47AM (Fr)	00:30	MODERN FAMILY	EGVA072417H	\$25.00	
41.0	<b>Contract Line Remarks:</b>		<b><u>TWO &amp; HALF MEN Target 2 Index: 108. Nielsen: 1.4</u></b>						
	SPOT	11:30:00PM-12:00:00	Per week (1),Fr	07/28/17 11:46PM (Fr)	00:30	TWO AND A HALF MEN	EGVA0724172H	\$100.00	

**We warrant that the actual broadcast information shown on this invoice was taken from the official program log.**

Gross Total	<b>\$3,990.00</b>	Total Spots	27
Commission	<b>(\$598.50)</b>		
Net Total	<b>\$3,391.50</b>		