

INVOICE



WSIL-TV
1416 Country Aire Drive
Carterville, IL 62918
Main: (618) 985-2333
Billing: (618) 985-2333

www.wsiltv.com

Billing Address:

Screen Strategies Media
Attention: Caroline Bahng
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

Send Payment To:

WSIL-TV
1416 Country Aire Drive
Carterville, IL 62918

Invoice #	Invoice Date	Invoice Month	Invoice Period
10689-1	10/15/18	October 2018	10/01/18 - 10/15/18

Station	Account Executive	Sales Office	Sales Region
WSIL-TV	David Cisco	Local Political	Political

Advertiser	Product	Estimate Number
McCaskill for Senate	McCaskill for Senate	4635

Flight Dates	Order #	Alt Order #
10/11/18 - 10/15/18	10689	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																						
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1416 Country Aire Drive
Carterville, IL 62918

Invoice # 10689-1	Invoice Date 10/15/18	Invoice Month October 2018	Invoice Period 10/01/18 - 10/15/18
Advertiser McCaskill for Senate	Product McCaskill for Senate	Estimate Number 4635	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/11/18	10/11/18	M-F 9a-10a	9a-10a	---1---	:30	1	\$55.00	NM
5	10/12/18	10/12/18	M-F 1p-2p	1p-2p	----1--	:30	1	\$110.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/18 10/14/18 ----1-- 1 \$110.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 F 10/12/18 1:59 PM M-F 1p-2p 1p-2p :30 CMCT1823H \$110.00 NM									
6	10/15/18	10/15/18	M-F 4p-5p	4p-5p	1-----	:30	1	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/18 10/21/18 1----- 1 \$60.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 M 10/15/18 4:20 PM M-F 4p-5p 4p-5p :30 CMCT1823H \$60.00 NM									
7	10/11/18	10/11/18	Thursday Prime Hr 2	8-9P	---1---	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/18 10/14/18 ---1--- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 Th 10/11/18 8:39 PM Thursday Prime Hr 2 8-9P :30 CMCT1823H \$950.00 NM									
8	10/11/18	10/11/18	Thursday Prime Hr 3	9-10P	---1---	:30	1	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/18 10/14/18 ---1--- 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 Th 10/11/18 9:31 PM Thursday Prime Hr 3 9-10P :30 CMCT1823H \$325.00 NM									
9	10/12/18	10/12/18	Speechless	7:30 PM-8:00 PM	----1--	:30	1	\$185.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/18 10/14/18 ----1-- 1 \$185.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 F 10/12/18 7:46 PM Speechless 7:30 PM-8:00 PM :30 CMCT1823H \$185.00 NM									
10	10/12/18	10/12/18	Friday Prime Hr 3	9-10P	----1--	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/18 10/14/18 ----1-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 F 10/12/18 9:33 PM Friday Prime Hr 3 9-10P :30 CMCT1823H \$350.00 NM									
11	10/14/18	10/14/18	Dancing w/Stars Jr	7-8P	-----1	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/18 10/14/18 -----1 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 Su 10/14/18 7:44 PM Dancing w/Stars Jr 7-8P :30 CMCT1823H \$225.00 NM									
12	10/12/18	10/12/18	ABC News Nightline	11:37p-12:06a	----1--	:30	1	\$35.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/18 10/14/18 ----1-- 1 \$35.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 3 F 10/12/18 12:03 AM ABC News Nightline 11:37p-12:06a :30 CMCT1823H \$35.00 NM									

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

WSIL-TV does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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<u>Invoice #</u> 10689-1	<u>Invoice Date</u> 10/15/18	<u>Invoice Month</u> October 2018	<u>Invoice Period</u> 10/01/18 - 10/15/18
<u>Advertiser</u> McCaskill for Senate		<u>Product</u> McCaskill for Senate	<u>Estimate Number</u> 4635

www.wsiltv.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
<u>Total Spots</u>							20			

Payment Terms 30 Days

<u>Gross Total</u>	\$5,245.00
<u>Agency Commission</u>	\$786.75
<u>Net Amount Due</u>	\$4,458.25

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