

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	
1	10/11/18	10/15/18	Good Morning America	7a-9a	3--33--	:30	9	\$300.00	NM	
Weeks:	<u>Start Date</u> 10/08/18	<u>End Date</u> 10/14/18	<u>MTWTFSS</u> ---33--	<u>Spots/Week</u> 6	<u>Rate</u> \$300.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	3	Th	10/11/18	7:28 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
1	3	Th	10/11/18	7:59 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
3	3	Th	10/11/18	8:55 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
5	3	F	10/12/18	7:24 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
4	3	F	10/12/18	8:36 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
6	3	F	10/12/18	8:59 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
Weeks:	<u>Start Date</u> 10/15/18	<u>End Date</u> 10/21/18	<u>MTWTFSS</u> 3-----	<u>Spots/Week</u> 3	<u>Rate</u> \$300.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
7	3	M	10/15/18	7:27 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
9	3	M	10/15/18	8:38 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
8	3	M	10/15/18	8:59 AM	Good Morning America	7a-9a	:30	CMCT1823H	\$300.00	NM
2	10/13/18	10/13/18	GMA Saturday	7a-8a	-----1-	:30	1	\$125.00	NM	
Weeks:	<u>Start Date</u> 10/08/18	<u>End Date</u> 10/14/18	<u>MTWTFSS</u> -----1-	<u>Spots/Week</u> 1	<u>Rate</u> \$125.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	3	Sa	10/13/18	7:46 AM	GMA Saturday	7a-8a	:30	CMCT1823H	\$125.00	NM
3	10/14/18	10/14/18	GMA Sunday	7a-8a	-----1	:30	1	\$125.00	NM	
Weeks:	<u>Start Date</u> 10/08/18	<u>End Date</u> 10/14/18	<u>MTWTFSS</u> -----1	<u>Spots/Week</u> 1	<u>Rate</u> \$125.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	3	Su	10/14/18	7:59 AM	GMA Sunday	7a-8a	:30	CMCT1823H	\$125.00	NM
4	10/11/18	10/11/18	M-F 9a-10a	9a-10a	---1---	:30	1	\$55.00	NM	
Weeks:	<u>Start Date</u> 10/08/18	<u>End Date</u> 10/14/18	<u>MTWTFSS</u> ---1---	<u>Spots/Week</u> 1	<u>Rate</u> \$55.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	3	Th	10/11/18	9:54 AM	M-F 9a-10a	9a-10a	:30	CMCT1823H	\$55.00	NM

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10689-1	10/15/18	October 2018	10/01/18 - 10/15/18
Advertiser	Product	Estimate Number	
McCaskill for Senate	McCaskill for Senate	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									

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McCaskill for Senate	McCaskill for Senate	4635	

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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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