

INVOICE



KSDK
1000 Market Street
St. Louis, MO 63101
Main: (314)421-5055
Billing:

www.ksdk.com

Billing Address:

Strategic Media Services/ POL
Attention: Accounts Payable
1911 North Ft. Myer Drive
Suite 400
Arlington, VA 22209

Send Payment To:

KSDK
KSDK
PO BOX: 637378
Cincinnati, OH 45263-7378

Invoice #	Invoice Date	Invoice Month	Invoice Period
1248814-1	07/31/16	July 2016	06/27/16 - 07/31/16

Property	Account Executive	Sales Office	Sales Region
KSDK	Kristen Waskie	Telerep Philadel	National

Advertiser	Product	Estimate Number
Mike Parson / Lt Governor / I	PARSON 4 LT GOV	767

Flight Dates	Order #	Alt Order #
07/27/16 - 08/02/16	1248814	08254486

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
9912521	90	110

Agency Ref	Advertiser Ref
2928AG	106032

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/29/16	07/29/16	LN (M-F)	10-1035p	----F--	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK F 07/29/16 LN (M-F) 10-1035p :00 \$1,350.00 NM Credited									
2	07/29/16	07/29/16	News Channel 5 @ Noon	Noon News	----F--	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK F 07/29/16 12:09 PM News Channel 5 @ Noon Noon News :30 MPM0072516H \$175.00 NM									
3	07/29/16	07/29/16	News Channel 5 at 4P	4-430P	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK F 07/29/16 4:15 PM News Channel 5 at 4P 4-430P :30 MPM0072516H \$600.00 NM									
4	07/29/16	07/29/16	Jeopardy	430-5p	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK F 07/29/16 Jeopardy 430-5p :00 \$600.00 NM See MG 63.7,63.8,63.9,63.10,63.11,63.12,63.13,63.14,63.15,63.16,63.17,63.18,63.19									
5	07/29/16	07/29/16	News Channel 5 at 5P	5-530P	----F--	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK F 07/29/16 5:13 PM News Channel 5 at 5P 5-530P :30 MPM0072516H \$1,000.00 NM									
6	07/29/16	07/29/16	NBC Nightly News	530-6p	----F--	:30	1	\$1,200.00	NM

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Invoice # 1248814-1	Invoice Date 07/31/16	Invoice Month July 2016	Invoice Period 06/27/16 - 07/31/16
Advertiser Mike Parson / Lt Governor /	Product PARSON 4 LT GOV	Estimate Number 767	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$1,200.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16		NBC Nightly News	530-6p	:00		\$1,200.00 NM
See MG 51.2,51.3,51.4,51.5,51.6,51.7,51.8									
7	07/29/16	07/29/16	News Channel 5 at 6P	6-630P	----F--	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$750.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	6:13 PM	News Channel 5 at 6P	6-630P	:30	MPM0072516H	\$1,125.00 NM
8	07/29/16	07/29/16	Wheel of Fortune	630-7P	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	6:42 PM	Wheel of Fortune	630-7P	:30	MPM0072516H	\$1,200.00 NM
9	07/29/16	07/29/16	Today Show	7-9a	----F--	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$350.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16	8:43 AM	Today Show	7-9a	:30	MPM0072516H	\$525.00 NM
10	07/29/16	07/29/16	Today Show 2	9-10a	----F--	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$150.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16		Today Show 2	9-10a	:00		\$225.00 NM
See MG 63.7,63.8,63.9,63.10,63.11,63.12,63.13,63.14,63.15,63.16,63.17,63.18,63.19									
11	07/29/16	07/29/16	DATELINE	9-10P DATELINE	----F--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$1,000.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	F	07/29/16		DATELINE	9-10P DATELINE	:00		\$1,000.00 NM
Credited									
22	07/30/16	07/30/16	LN (Sa)	10-1035p	-----S-	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S- 1 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Sa	07/30/16	10:09 PM	LN (Sa)	10-1035p	:30	MPM0072516H	\$1,200.00 NM
23	07/30/16	07/30/16	Saturday Night Live	1030p-1205a	-----S-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S- 1 \$500.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Sa	07/30/16	12:00 AM	Saturday Night Live	1030p-1205a	:30	MPM0072516H	\$500.00 NM

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Invoice # 1248814-1	Invoice Date 07/31/16	Invoice Month July 2016	Invoice Period 06/27/16 - 07/31/16
Advertiser Mike Parson / Lt Governor /	Product PARSON 4 LT GOV	Estimate Number 767	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	07/31/16	07/31/16	News Channel 5 at 5P Su5-530P		-----S	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$400.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Su	07/31/16		News Channel 5 at 5P Sun	5-530P	:00		\$600.00 NM
Credited									
32	07/31/16	07/31/16	NBC Today Show (Su)	7-8A	-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Su	07/31/16	7:48 AM	NBC Today Show (Su)	7-8A	:30	MPM0072516H	\$450.00 NM
33	07/31/16	07/31/16	AM NINJA WARRIOR	8-10p AM NINJA W	-----S	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$1,500.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Su	07/31/16	9:33 PM	AM NINJA WARRIOR	8-10p AM NINJA W	:30	MPM0072516H	\$1,800.00 NM
34	07/31/16	07/31/16	Meet the Press	Meet the Press	-----S	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$500.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Su	07/31/16		Meet the Press	Meet the Press	:00		\$750.00 NM
See MG 63.7,63.8,63.9,63.10,63.11,63.12,63.13,63.14,63.15,63.16,63.17,63.18,63.19									
35	07/31/16	07/31/16	Sun 9-10a	9-10A	-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Su	07/31/16	9:49 AM	Sun 9-10a	9-10A	:30	MPM0072516H	\$300.00 NM
36	07/28/16	07/28/16	LN (M-F)	10-1035p	---T---	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$900.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Th	07/28/16	10:54 PM	LN (M-F)	10-1035p	:30	MPM0072516H	\$1,350.00 NM
37	07/28/16	07/28/16	News Channel 5 @ Noon	Noon News	---T---	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Th	07/28/16	12:43 PM	News Channel 5 @ Noon	Noon News	:30	MPM0072516H	\$175.00 NM
38	07/28/16	07/28/16	News Channel 5 at 4P	4-430P	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$400.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KSDK	Th	07/28/16	4:13 PM	News Channel 5 at 4P	4-430P	:30	MPM0072516H	\$600.00 NM

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Advertiser Mike Parson / Lt Governor /	Product PARSON 4 LT GOV	Estimate Number 767	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
39	07/28/16	07/28/16	Jeopardy	430-5p	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK Th 07/28/16 4:37 PM Jeopardy 430-5p :30 MPM0072516H \$600.00 NM									
40	07/28/16	07/28/16	News Channel 5 at 5P	5-530P	---T---	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK Th 07/28/16 5:14 PM News Channel 5 at 5P 5-530P :30 MPM0072516H \$1,000.00 NM									
41	07/28/16	07/28/16	NBC Nightly News	530-6p	---T---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK Th 07/28/16 NBC Nightly News 530-6p :00 \$1,200.00 NM See MG 51.2,51.3,51.4,51.5,51.6,51.7,51.8									
42	07/28/16	07/28/16	News Channel 5 at 6P	6-630P	---T---	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK Th 07/28/16 6:23 PM News Channel 5 at 6P 6-630P :30 MPM0072516H \$1,125.00 NM									
43	07/28/16	07/28/16	Wheel of Fortune	630-7P	---T---	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK Th 07/28/16 Wheel of Fortune 630-7P :00 \$1,200.00 NM See MG 63.7,63.8,63.9,63.10,63.11,63.12,63.13,63.14,63.15,63.16,63.17,63.18,63.19									
44	07/28/16	07/28/16	Today Show	7-9a	---T---	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK Th 07/28/16 7:21 AM Today Show 7-9a :30 MPM0072516H \$525.00 NM									
45	07/28/16	07/28/16	Thu Prime B	8-9P	---T---	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KSDK Th 07/28/16 8:21 PM Thu Prime B 8-9P :30 MPM0072516H \$1,000.00 NM									
51	08/02/16	08/02/16	NBC Nightly News	530-6p	-T-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/01/16 08/07/16 -T----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KSDK W 07/27/16 NBC Nightly News 530-6p :00 \$2,000.00 NM See MG 63.2,63.3,63.4,63.5,63.6									

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Advertiser Mike Parson / Lt Governor /	Product PARSON 4 LT GOV	Estimate Number 767	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																													
51	08/02/16	08/02/16	NBC Nightly News	530-6p	-T-----	:30	1	\$1,200.00	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>5</td> <td>KSDK</td> <td>W</td> <td>07/27/16</td> <td>6:44 AM</td> <td>6-7a</td> <td>6-7A</td> <td>:30</td> <td>MPM0072516H</td> <td>\$400.00</td> <td>NM</td> </tr> <tr> <td colspan="11">MG for 41.1,60.1,6.1,17.1,51.1</td> </tr> <tr> <td>4</td> <td>KSDK</td> <td>Th</td> <td>07/28/16</td> <td>6:00 AM</td> <td>6-7a</td> <td>6-7A</td> <td>:30</td> <td>MPM0072516H</td> <td>\$400.00</td> <td>NM</td> </tr> <tr> <td colspan="11">MG for 41.1,60.1,6.1,17.1,51.1</td> </tr> <tr> <td>6</td> <td>KSDK</td> <td>F</td> <td>07/29/16</td> <td>6:50 AM</td> <td>6-7a</td> <td>6-7A</td> <td>:30</td> <td>MPM0072516H</td> <td>\$400.00</td> <td>NM</td> </tr> <tr> <td colspan="11">MG for 41.1,60.1,6.1,17.1,51.1</td> </tr> </table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	5	KSDK	W	07/27/16	6:44 AM	6-7a	6-7A	:30	MPM0072516H	\$400.00	NM	MG for 41.1,60.1,6.1,17.1,51.1											4	KSDK	Th	07/28/16	6:00 AM	6-7a	6-7A	:30	MPM0072516H	\$400.00	NM	MG for 41.1,60.1,6.1,17.1,51.1											6	KSDK	F	07/29/16	6:50 AM	6-7a	6-7A	:30	MPM0072516H	\$400.00	NM	MG for 41.1,60.1,6.1,17.1,51.1										
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Any claims of errors or discrepancies in invoices must be notified to station within 15 days of receiving such invoice. Otherwise, all claims are deemed waived and invoice will be considered correct and agency and/or advertiser will be held responsible for payment. Any claim related to rates incorrectly paid must be submitted in writing to station within sixty (60) days of the invoice date or the claim will be waived. This invoice renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability. Notwithstanding to whom bills are rendered, Advertiser, Agency, Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified, and until payment in full is received by station. Payment by Advertiser to Agency or to Service, shall not constitute payment to this station. We warrant that the actual broadcast information shown on this invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime. This station is an Equal Opportunity Employer.

INVOICE



Send Payment To:

KSDK
KSDK
PO BOX: 637378
Cincinnati, OH 45263-7378

www.ksdk.com

Invoice # 1248814-1	Invoice Date 07/31/16	Invoice Month July 2016	Invoice Period 06/27/16 - 07/31/16
Advertiser Mike Parson / Lt Governor /	Product PARSON 4 LT GOV	Estimate Number 767	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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<td>07/27/16</td> <td>Wed Prime A</td> <td>7-8P</td> <td>--W----</td> <td>:30</td> <td>1</td> <td>\$1,800.00</td> <td>NM</td> </tr> <tr> <td colspan="10"> <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>07/25/16</td> <td>07/31/16</td> <td>--W----</td> <td>1</td> <td>\$1,800.00</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>KSDK</td> <td>W</td> <td>07/27/16</td> <td>7:49 PM</td> <td>Wed Prime A</td> <td>7-8P</td> <td>:30</td> <td>MPM0072516H</td> <td>\$1,800.00</td> <td>NM</td> </tr> </table> </td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End 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INVOICE



Send Payment To:

KSDK
KSDK
PO BOX: 637378
Cincinnati, OH 45263-7378

www.ksdk.com

Invoice # 1248814-1	Invoice Date 07/31/16	Invoice Month July 2016	Invoice Period 06/27/16 - 07/31/16
Advertiser Mike Parson / Lt Governor /	Product PARSON 4 LT GOV	Estimate Number 767	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
65	07/27/16	07/27/16	Wed Prime A	7-8P	--W----	:30	1	\$1,800.00	NM
66	07/31/16	07/31/16	British Open	Golf	-----S	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 KSDK Su 07/31/16 10:45 AM British Open Golf :30 MPM0072516H \$350.00 NM									
1 KSDK Su 07/31/16 11:29 AM British Open Golf :30 MPM0072516H \$350.00 NM									
67	07/31/16	07/31/16	Breeders' Cup World Thoi4-5p		-----S	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KSDK Su 07/31/16 4:24 PM Horse Racing 4-5p Breeders Cup :30 MPM0072516H \$450.00 NM									
68	07/31/16	07/31/16	LN2 (Su) Non-Football	LN2 (Su) Non-Foot	-----S	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KSDK Su 07/31/16 10:35 PM LN2 (Su) Non-Football LN2 (Su) Non-Foot :30 MPM0072516H \$750.00 NM									
69	07/28/16	07/29/16	News Channel 5 @ Noon	Noon News	---TF--	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---TF-- 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KSDK Th 07/28/16 11:58 AM News Channel 5 @ Noon Noon News :30 MPM0072516H \$250.00 NM									
2 KSDK F 07/29/16 12:27 PM News Channel 5 @ Noon Noon News :30 MPM0072516H \$250.00 NM									
70	07/28/16	07/28/16	RUNNING WILD	7-8PRUNNING WIL	---T---	:30	1	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ---T--- 1 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KSDK Th 07/28/16 6:59 PM RUNNING WILD 7-8PRUNNING WIL :30 MPM0072516H \$1,350.00 NM									
71	07/29/16	07/29/16	AGT	7-9P	----F--	:30	1	\$1,125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 ----F-- 1 \$1,125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KSDK F 07/29/16 6:59 PM AGT 7-9P :30 MPM0072516H \$1,125.00 NM									
72	07/30/16	07/30/16	AGT	7-8p AGT	-----S-	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KSDK Sa 07/30/16 6:58 PM AGT 7-8p AGT :30 MPM0072516H \$750.00 NM									
73	07/30/16	07/30/16	DATELINE	8-10P DATELINE	-----S-	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/25/16 07/31/16 -----S- 1 \$750.00									

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Invoice # 1248814-1	Invoice Date 07/31/16	Invoice Month July 2016	Invoice Period 06/27/16 - 07/31/16
Advertiser Mike Parson / Lt Governor /	Product PARSON 4 LT GOV	Estimate Number 767	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																							
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1	KSDK	Sa	07/30/16	9:18 PM	DATELINE	8-10P DATELINE	:30	MPM0072516H	\$750.00	NM																																																						
74	07/31/16	07/31/16	DATELINE	6-7P DATELINE	-----S	:30	1	\$1,350.00	NM																																																							
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75	07/31/16	07/31/16	HOLLYWOOD GAME NIC	7-8P HOLLYWOOD	-----S	:30	1	\$1,500.00	NM																																																							
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																						
1	KSDK	Sa	07/30/16	5:01 PM	News Channel 5 at 5P Sat	5-530P	:30	MPM0072516H	\$525.00	NM																																																						
78	07/31/16	07/31/16	Sun 530-6A	530-6A	-----S	:30	1	\$50.00	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>07/25/16</td> <td>07/31/16</td> <td>-----S</td> <td>1</td> <td>\$50.00</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>KSDK</td> <td>Su</td> <td>07/31/16</td> <td>5:40 AM</td> <td>Sun 530-6A</td> <td>530-6A</td> <td>:30</td> <td>MPM0072516H</td> <td>\$50.00</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>							07/25/16	07/31/16	-----S	1	\$50.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KSDK	Su	07/31/16	5:40 AM	Sun 530-6A	530-6A	:30	MPM0072516H	\$50.00	NM											
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																											
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79	07/30/16	07/30/16	British Open	Golf	-----S-	:30	2	\$350.00	NM																																																							
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																											
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1	KSDK	Sa	07/30/16	10:45 AM	British Open	Golf	:30	MPM0072516H	\$350.00	NM																																																						
2	KSDK	Sa	07/30/16	12:18 PM	British Open	Golf	:30	MPM0072516H	\$350.00	NM																																																						
80	07/31/16	07/31/16	AM NINJA WARRIOR	8-10p AM NINJA W	-----S	:30	1	\$1,800.00	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>07/25/16</td> <td>07/31/16</td> <td>-----S</td> <td>1</td> <td>\$1,800.00</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>KSDK</td> <td>Su</td> <td>07/31/16</td> <td>8:23 PM</td> <td>AM NINJA WARRIOR</td> <td>8-10p AM NINJA W</td> <td>:30</td> <td>MPM0072516H</td> <td>\$1,800.00</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>							07/25/16	07/31/16	-----S	1	\$1,800.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KSDK	Su	07/31/16	8:23 PM	AM NINJA WARRIOR	8-10p AM NINJA W	:30	MPM0072516H	\$1,800.00	NM											
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																											
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81	07/28/16	07/28/16	M-F 10-11a	10-11A	---T---	:30	1	\$150.00	NM																																																							

Any claims of errors or discrepancies in invoices must be notified to station within 15 days of receiving such invoice. Otherwise, all claims are deemed waived and invoice will be considered correct and agency and/or advertiser will be held responsible for payment. Any claim related to rates incorrectly paid must be submitted in writing to station within sixty (60) days of the invoice date or the claim will be waived. This invoice renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability. Notwithstanding to whom bills are rendered, Advertiser, Agency, Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified, and until payment in full is received by station. Payment by Advertiser to Agency or to Service, shall not constitute payment to this station. We warrant that the actual broadcast information shown on this invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime. This station is an Equal Opportunity Employer.

INVOICE



Send Payment To:

KSDK
KSDK
PO BOX: 637378
Cincinnati, OH 45263-7378

www.ksdk.com

<u>Invoice #</u> 1248814-1	<u>Invoice Date</u> 07/31/16	<u>Invoice Month</u> July 2016	<u>Invoice Period</u> 06/27/16 - 07/31/16
<u>Advertiser</u> Mike Parson / Lt Governor /		<u>Product</u> PARSON 4 LT GOV	<u>Estimate Number</u> 767

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
81	07/28/16	07/28/16	M-F 10-11a	10-11A	---T---	:30	1	\$150.00	NM	
Weeks: <u>Start Date</u> 07/25/16 <u>End Date</u> 07/31/16 <u>MTWTFSS</u> ---T--- <u>Spots/Week</u> 1 <u>Rate</u> \$150.00										
<u>Spots: #</u>	<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	KSDK	Th	07/28/16	10:10 AM	M-F 10-11a	10-11A	:30	MPM0072516H	\$150.00	NM
82	07/28/16	07/28/16	Ellen Degeneres	3-4p	---T---	:30	1	\$375.00	NM	
Weeks: <u>Start Date</u> 07/25/16 <u>End Date</u> 07/31/16 <u>MTWTFSS</u> ---T--- <u>Spots/Week</u> 1 <u>Rate</u> \$375.00										
<u>Spots: #</u>	<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	KSDK	Th	07/28/16	3:38 PM	Ellen Degeneres	3-4p	:30	MPM0072516H	\$375.00	NM
83	07/28/16	07/28/16	Tonight Show	1035-1137p	---T---	:30	1	\$750.00	NM	
Weeks: <u>Start Date</u> 07/25/16 <u>End Date</u> 07/31/16 <u>MTWTFSS</u> ---T--- <u>Spots/Week</u> 1 <u>Rate</u> \$750.00										
<u>Spots: #</u>	<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	KSDK	Th	07/28/16	12:13 AM	Tonight Show	1035-1137p	:30	MPM0072516H	\$750.00	NM
84	07/30/16	07/30/16	Saturday Night Live	1030p-1205a	-----S-	:30	1	\$750.00	NM	
Weeks: <u>Start Date</u> 07/25/16 <u>End Date</u> 07/31/16 <u>MTWTFSS</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$750.00										
<u>Spots: #</u>	<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	KSDK	Sa	07/30/16	11:11 PM	Saturday Night Live	1030p-1205a	:30	MPM0072516H	\$750.00	NM

Total Spots **63**

Include Invoice # on Check - Payment Terms 30 Days

<u>Gross Total</u>	\$42,200.00
<u>Agency Commission</u>	\$6,330.00
<u>Net Amount Due</u>	\$35,870.00

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