

# INVOICE

**WDBJ**  
**2807 Hershberger Road NW**  
**Roanoke, VA 24017**  
**Main: (540) 344-7000**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
679790-2	11/05/17	November 2017	10/30/17 - 10/31/17

Property	Account Executive	Sales Office	Sales Region
WDBJ	Charles Brian Boush	Roanoke Nation	National

Billing Address:

**Strategic Media Services**  
**Attention: Accounts Payable**  
**1911 N Ft Myer Drive**  
**Ste 400**  
**Arlington, VA 22209**

Advertiser	Product	Estimate Number
Ed Gillespie for Governor	Candidate	3237

Flight Dates	Order #	Alt Order #
10/25/17 - 10/31/17	679790	WOC10763902

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Send Payment To:

**WDBJ**  
**PO Box 14200**  
**Tallahassee, FL 32317-4200**

Agency Code	Advertiser Code	Product 1/2
9912521	277	357

Agency Ref	Advertiser Ref
5623	141999

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	10/25/17	10/30/17	News 7 Early Mornin' @ 55:00 AM-6:00 AM	5:00 AM-6:00 AM	1--1---	:30	2	\$90.00	NM	
Weeks:		<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
		10/25/17	10/31/17	1--1---	2	\$90.00				
<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>
2	WDBJ	M	10/30/17	5:22 AM	News 7 Early Mornin' @ 5a	5:00 AM-6:00 AM	:30	EGVA 101717H	\$90.00	NM
3	10/25/17	10/31/17	CBS This Morning	7:00 AM-9:00 AM	-1-1---	:30	2	\$165.00	NM	
Weeks:		<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
		10/25/17	10/31/17	-1-1---	2	\$165.00				
<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>
2	WDBJ	Tu	10/31/17	8:14 AM	CBS This Morning	7:00 AM-9:00 AM	:30	EGVA 101717H	\$165.00	NM
4	10/25/17	10/30/17	M-F 9a-10a	9:00 AM-10:00 AM	1-1-1--	:30	3	\$55.00	NM	
Weeks:		<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
		10/25/17	10/31/17	1-1-1--	3	\$55.00				
<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>
3	WDBJ	M	10/30/17	9:30 AM	M-F 9a-10a	9:00 AM-10:00 AM	:30	EGVA 101717H	\$55.00	NM
5	10/25/17	10/31/17	Let's Make a Deal	10:00 AM-11:00 AM	-1-1---	:30	2	\$130.00	NM	
Weeks:		<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
		10/25/17	10/31/17	-1-1---	2	\$130.00				
<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>
2	WDBJ	Tu	10/31/17		Let's Make a Deal	10:00 AM-11:00 AM	:00		<del>\$130.00</del>	NM
					<i>Credited</i>					
6	10/25/17	10/31/17	Price Is Right	11:00 AM-12:00 PM	-11----	:30	2	\$250.00	NM	
Weeks:		<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
		10/25/17	10/31/17	-11----	2	\$250.00				
<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>
2	WDBJ	Tu	10/31/17		Price Is Right	11:00 AM-12:00 PM	:00		<del>\$250.00</del>	NM
					<i>Credited</i>					
7	10/25/17	10/31/17	News 7 @ Noon	12:00 PM-12:30 PM	-1-11--	:30	3	\$175.00	NM	

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).

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**WDBJ**  
**PO Box 14200**  
**Tallahassee, FL 32317-4200**

Invoice # <b>679790-2</b>	Invoice Date <b>11/05/17</b>	Invoice Month <b>November 2017</b>	Invoice Period <b>10/30/17 - 10/31/17</b>
Advertiser <b>Ed Gillespie for Governor</b>	Product <b>Candidate</b>	Estimate Number <b>3237</b>	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/25/17	10/31/17	News 7 @ Noon	12:00 PM-12:30 PM	- 1- 11--	:30	3	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 - 1- 11-- 3 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WDBJ Tu 10/31/17 12:15 PM News 7 @ Noon 12:00 PM-12:30 PM :30 EGVA 101717H \$175.00 NM									
8	10/25/17	10/30/17	News 7 @ 4p M-F	4:00 PM-5:00 PM	1- 1- 1--	:30	3	\$65.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 1- 1- 1-- 3 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WDBJ M 10/30/17 4:54 PM News 7 @ 4p M-F 4:00 PM-5:00 PM :30 EGVA 101717H \$65.00 NM									
9	10/25/17	10/31/17	News 7 @ 5p M-F	5:00 PM-5:30 PM	- 1- 11--	:30	3	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 - 1- 11-- 3 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WDBJ Tu 10/31/17 5:16 PM News 7 @ 5p M-F 5:00 PM-5:30 PM :30 EGVA 101717H \$325.00 NM									
11	10/25/17	10/30/17	News 7 @ 6p M-F	6:00 PM-6:30 PM	1-- 11--	:30	3	\$535.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 1-- 11-- 3 \$535.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WDBJ M 10/30/17 6:28 PM News 7 @ 6p M-F 6:00 PM-6:30 PM :30 EGVA 101717H \$535.00 NM									
12	10/25/17	10/31/17	Early News Rotator M-F	6:00 PM-7:00 PM	- 11----	:30	2	\$535.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 - 11---- 2 \$535.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WDBJ Tu 10/31/17 6:27 PM Early News Rotator M-F 6:00 PM-7:00 PM :30 EGVA 101717H \$535.00 NM									
13	10/25/17	10/30/17	Wheel of Fortune M-F	7:00 PM-7:30 PM	1-- 1---	:30	2	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 1-- 1--- 2 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WDBJ M 10/30/17 7:28 PM Wheel of Fortune M-F 7:00 PM-7:30 PM :30 EGVA 101717H \$475.00 NM									
14	10/25/17	10/31/17	Jeopardy M-F	7:30 PM-8:00 PM	- 1-- 1--	:30	2	\$420.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 - 1-- 1-- 2 \$420.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WDBJ Tu 10/31/17 7:42 PM Jeopardy M-F 7:30 PM-8:00 PM :30 EGVA 101717H \$420.00 NM									
15	10/25/17	10/30/17	Monday Prime Hr 3	10:00 PM-11:00 PM	1-----	:30	1	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 1----- 1 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDBJ M 10/30/17 10:39 PM Monday Prime Hr 3 10:00 PM-11:00 PM :30 EGVA 101717H \$725.00 NM									
16	10/25/17	10/31/17	Tuesday Prime Hr 1	7:57 PM-9:00 PM	- 1-----	:30	1	\$975.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17 10/31/17 - 1----- 1 \$975.00									

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**Tallahassee, FL 32317-4200**

Invoice # <b>679790-2</b>	Invoice Date <b>11/05/17</b>	Invoice Month <b>November 2017</b>	Invoice Period <b>10/30/17 - 10/31/17</b>
Advertiser <b>Ed Gillespie for Governor</b>	Product <b>Candidate</b>	Estimate Number <b>3237</b>	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	10/25/17	10/31/17	Tuesday Prime Hr 1	7:57 PM-9:00 PM	- 1-----	:30	1	\$975.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17    10/31/17    - 1-----                    1            \$975.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDBJ	Tu	10/31/17	8:36 PM	Tuesday Prime Hr 1	7:57 PM-9:00 PM	:30	EGVA 101717H	\$975.00 NM
21	10/25/17	10/29/17	Sunday Prime Hr 1	7:30 PM-8:30 PM	----- 1	:30	1	\$1,235.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/17    10/29/17    ----- 1                    1            \$1,235.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WDBJ	Tu	10/31/17		Tuesday Prime Hr 1	757p-9p	:00		<del>\$975.00</del> NM
Credited									
5	WDBJ	Tu	10/31/17	6:50 AM	News 7 Mornin' @ 6a	6a-7a	:30	EGVA 101717H	\$205.00 NM
MG for 19.1,14.1,21.1									
4	WDBJ	Tu	10/31/17	7:53 PM	Prime Access Rotator M-F	7p-8p	:30	EGVA 101717H	\$450.00 NM
MG for 19.1,14.1,21.1									
2	WDBJ	Tu	10/31/17	9:30 PM	Tuesday Prime Hr 2	9p-10p	:30	EGVA 101717H	\$785.00 NM
MG for 19.1,14.1,21.1									
23	10/25/17	10/30/17	News 7 @ 11p M-F	11:00 PM-11:30 PM	1- 11---	:30	3	\$265.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17    10/31/17    1- 11---                    3            \$265.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WDBJ	M	10/30/17	11:27 PM	News 7 @ 11p M-F	11:00 PM-11:30 PM	:30	EGVA 101717H	\$265.00 NM
25	10/25/17	10/31/17	Late Show	11:30 PM-12:30 XM	11111--	:30	5	\$110.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17    10/31/17    11111--                    5            \$110.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WDBJ	M	10/30/17	12:02 AM	Late Show	11:30 PM-12:30 XM	:30	EGVA 101717H	\$110.00 NM
5	WDBJ	Tu	10/31/17	12:24 AM	Late Show	11:30 PM-12:30 XM	:30	EGVA 101717H	\$110.00 NM
26	10/25/17	10/31/17	Late Late Show	12:30 XM-1:30 XM	1111---	:30	4	\$5.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/17    10/31/17    1111---                    4            \$5.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WDBJ	M	10/30/17	1:34 AM	Late Late Show	12:30 XM-1:30 XM	:30	EGVA 101717H	\$5.00 NM
4	WDBJ	Tu	10/31/17	12:47 AM	Late Late Show	12:30 XM-1:30 XM	:30	EGVA 101717H	\$5.00 NM

**Total Spots                    20**

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$6,475.00</b>
<u>Agency Commission</u>	<b>\$971.25</b>
<u>Net Amount Due</u>	<b>\$5,503.75</b>

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