

DUPLICATE INVOICE



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Smart Media Group LLC (VA)
Attention: Accounts Payable
1427 Leslie Ave
Alexandria, VA 22301

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

Invoice #	Invoice Date	Invoice Month	Invoice Period
1246057-1	10/26/14	October 2014	09/29/14 - 10/20/14

Station	Account Executive	Sales Office	Sales Region
KCRA	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Kashkari/R/Governor	KASHKARI/R/GOV	C14C20

Flight Dates	Order #	Alt Order #
10/14/14 - 10/20/14	1246057	08179112

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1046	KASH	ORDR

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/15/14	10/17/14	KCRA-TV News at 5am	5:00am-5:57am	--WTF--	:30	6	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	--WTF--	6	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/15/14	5:14 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
5	KCRA	W	10/15/14	5:55 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
2	KCRA	Th	10/16/14	5:11 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
4	KCRA	Th	10/16/14	5:55 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
6	KCRA	F	10/17/14	5:10 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
3	KCRA	F	10/17/14	5:28 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
2	10/20/14	10/20/14	KCRA-TV News at 5am	5:00am-5:57am	M-----	:30	2	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/20/14	10/26/14	M-----	2	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/20/14	5:13 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
2	KCRA	M	10/20/14	5:54 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	NK0214TVH	\$200.00 NM
3	10/15/14	10/17/14	KCRA-TV News at 6am	5:58am-7:00am	--WTF--	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	--WTF--	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Th	10/16/14	6:23 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	NK0214TVH	\$1,500.00 NM
2	KCRA	F	10/17/14	6:58 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	NK0214TVH	\$1,500.00 NM
4	10/20/14	10/20/14	KCRA-TV News at 6am	5:58am-7:00am	M-----	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/20/14	10/26/14	M-----	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/20/14	6:58 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	NK0214TVH	\$1,500.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers

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

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Advertiser	Product	Estimate Number	
Kashkari/R/Governor	KASHKARI/R/GOV	C14C20	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/16/14	10/16/14	NBC Today Show	7:00am-9:00am	---T---	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	---T---	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Th	10/16/14	8:47 AM	NBC Today Show	7:00am-9:00am	:30	NK0214TVH	\$1,500.00 NM
6	10/18/14	10/18/14	SATURDAY TODAY	SATURDAY TODA	-----S-	:30	1	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	-----S-	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Sa	10/18/14	6:21 AM	SATURDAY TODAY	SATURDAY TODA	:30	NK0214TVH	\$700.00 NM
7	10/19/14	10/19/14	NBC SUNDAY TODAY	NBC SUNDAY TOE	-----S	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	-----S	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	10/19/14	5:57 AM	NBC SUNDAY TODAY	NBC SUNDAY TOE	:30	NK0214TVH	\$400.00 NM
8	10/19/14	10/19/14	KCRA-TV News at 7am	News at 7:00am	-----S	:30	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	-----S	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	10/19/14	7:58 AM	KCRA-TV News at 7am	News at 7:00am	:30	NK0214TVH	\$700.00 NM
9	10/15/14	10/17/14	KCRA-TV News at 5pm	4:58pm-5:30pm	--WTF--	:30	2	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	--WTF--	2	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/15/14	5:13 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	NK0214TVH	\$3,000.00 NM
2	KCRA	F	10/17/14	5:13 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	NK0214TVH	\$3,000.00 NM
10	10/20/14	10/20/14	KCRA-TV News at 5pm	4:58pm-5:30pm	M-----	:30	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/20/14	10/26/14	M-----	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/20/14	5:14 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	NK0214TVH	\$3,000.00 NM
11	10/15/14	10/17/14	KCRA-TV News at 6pm	6:00pm-7pm	--WTF--	:30	2	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	--WTF--	2	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	W	10/15/14		KCRA-TV News at 6pm	6:00pm-7pm	:00		\$3,000.00 NM
			See MG 11.3						
3	KCRA	F	10/17/14	6:25 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	NK0214TVH	\$3,000.00 NM
			MG for 11.2 10/15						
1	KCRA	F	10/17/14	6:54 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	NK0214TVH	\$3,000.00 NM
12	10/20/14	10/20/14	KCRA-TV News at 6pm	6:00pm-7pm	M-----	:30	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									

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Advertiser	Product	Estimate Number	
Kashkari/R/Governor	KASHKARI/R/GOV	C14C20	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/20/14	10/20/14	KCRA-TV News at 6pm	6:00pm-7pm	M-----	:30	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/20/14	10/26/14	M-----	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/20/14	6:22 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	NK0214TVH	\$3,000.00 NM
13	10/15/14	10/17/14	NBC Today Show II	10:00am-11:00am	--WTF--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	--WTF--	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	F	10/17/14	10:53 AM	NBC Today Show II	10:00am-11:00am	:30	NK0214TVH	\$500.00 NM
14	10/19/14	10/19/14	LAW & ORDER WKND LI1235XM-135XM		-----S	:30	1	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	-----S	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	10/19/14	12:40 AM	LAW & ORDER WKND LF 1	1235XM-135XM	:30	NK0214TVH	\$100.00 NM
15	10/15/14	10/17/14	KCRA News at 430am	430-5am	--WTF--	:30	1	\$75.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	--WTF--	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/15/14	4:42 AM	KCRA News at 430am	430-5am	:30	NK0214TVH	\$75.00 NM
16	10/18/14	10/18/14	KCRA-TV News at 5pm	4:58pm-5:30pm	-----S-	:30	1	\$700.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/13/14	10/19/14	-----S-	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Sa	10/18/14	5:21 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	NK0214TVH	\$700.00 NM
Total Spots							25		

Payment Terms 30 Days

<u>Gross Total</u>	\$28,775.00
<u>Agency Commission</u>	\$4,316.25
<u>Net Amount Due</u>	\$24,458.75

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