

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

Hearst Television Inc, 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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Invoice # 1246057-1	Invoice Date 10/26/14	Invoice Month October 2014	Invoice Period 09/29/14 - 10/20/14
Advertiser Kashkari/R/Governor	Product KASHKARI/R/GOV	Estimate Number C14C20	

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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<u>Invoice #</u> 1246057-1	<u>Invoice Date</u> 10/26/14	<u>Invoice Month</u> October 2014	<u>Invoice Period</u> 09/29/14 - 10/20/14
<u>Advertiser</u> Kashkari/R/Governor		<u>Product</u> KASHKARI/R/GOV	<u>Estimate Number</u> C14C20

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 L	1235XM-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									
<u>Total Spots</u>							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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