

DUPLICATE

## INVOICE



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**Main: (414)355-6666**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587150-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WITI	Trevor Heaton	Washington DC	National

Billing Address:

**Shorr & Associates**  
**Attention: Accounts Payable**  
**1831 Chestnut Street**  
**Suite 602**  
**Philadelphia, PA 19103**

Send Payment To:

**WITI**  
**3609 Solutions Center**  
**Chicago, IL 60677-3006**

Advertiser	Product	Estimate Number
Baldwin/D/Senate	BALDWIN FOR SENATE	3128

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	587150	09853402

Billing Calendar	Billing Type
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	11/06/12	11/06/12	M-F 530a-6a	530a-6a	-T-----	:30	1	\$735.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$735.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 6 Tu 11/06/12 5:35 AM M-F 530a-6a 530a-6a :30 TAMTV1225 \$735.00 NM									
2	11/06/12	11/06/12	M-F 6a-7a	6a-7a	-T-----	:30	2	\$1,050.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 2 \$1,050.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 6 Tu 11/06/12 6:07 AM M-F 6a-7a 6a-7a :30 TAMTV1225 \$1,050.00 NM 1 6 Tu 11/06/12 6:56 AM M-F 6a-7a 6a-7a :30 TAMTV1225 \$1,050.00 NM									
3	11/06/12	11/06/12	M-F 7a-8a	7a-8a	-T-----	:30	2	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 2 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 6 Tu 11/06/12 7:22 AM M-F 7a-8a 7a-8a :30 TAMTV1225 \$1,100.00 NM 1 6 Tu 11/06/12 7:52 AM M-F 7a-8a 7a-8a :30 TAMTV1225 \$1,100.00 NM									
4	11/06/12	11/06/12	M-F 8a-9a	8a-9a	-T-----	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 6 Tu 11/06/12 8:22 AM M-F 8a-9a 8a-9a :30 TAMTV1225 \$900.00 NM 1 6 Tu 11/06/12 8:42 AM M-F 8a-9a 8a-9a :30 TAMTV1225 \$900.00 NM									
5	11/06/12	11/06/12	M-F 5a-530a	5a-530a	-T-----	:30	1	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 6 Tu 11/06/12 5:15 AM M-F 5a-530a 5a-530a :30 TAMTV1225 \$550.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
587150-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Baldwin/D/Senate	BALDWIN FOR SENATE	3128	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/05/12	11/05/12	M-F 12p-1p	12p-1p	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12   11/11/12   M-----                1       \$250.00									
Spots: # Ch <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 6     M    11/05/12   12:20 PM M-F 12p-1p                      12p-1p                :30 TAMTV1226                      \$250.00 NM									
7	10/30/12	11/02/12	M-F 12p-1p	12p-1p	-TWTF--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12   11/04/12   -TWTF--                4       \$250.00									
Spots: # Ch <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 6     W    10/31/12   12:11 PM M-F 12p-1p                      12p-1p                :30 TAMTV1224                      \$250.00 NM									
2 6     Th   11/01/12   12:59 PM M-F 12p-1p                      12p-1p                :30 TAMTV1221                      \$250.00 NM									
3 6     F    11/02/12   12:36 PM M-F 12p-1p                      12p-1p                :30 TAMTV1224                      \$250.00 NM									
4 6     F    11/02/12   12:48 PM M-F 12p-1p                      12p-1p                :30 TAMTV1224                      \$250.00 NM									
8	10/30/12	11/02/12	M-F 10p-1035p	10p-1035p	-TWTF--	:30	4	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12   11/04/12   -TWTF--                4      \$1,700.00									
Spots: # Ch <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 6     W    10/31/12   10:21 PM M-F 10p-1035p                    10p-1035p             :30 TAMTV1224                      \$1,700.00 NM									
3 6     Th   11/01/12   10:12 PM M-F 10p-1035p                    10p-1035p             :30 TAMTV1221                      \$1,700.00 NM									
2 6     Th   11/01/12   10:32 PM M-F 10p-1035p                    10p-1035p             :30 TAMTV1226                      \$1,700.00 NM									
4 6     F    11/02/12   10:29 PM M-F 10p-1035p                    10p-1035p             :30 TAMTV1224                      \$1,700.00 NM									
9	11/05/12	11/05/12	M-F 10p-1035p	10p-1035p	M-----	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12   11/11/12   M-----                1      \$1,700.00									
Spots: # Ch <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 6     M    11/05/12   10:22 PM M-F 10p-1035p                    10p-1035p             :30 TAMTV1225                      \$1,700.00 NM									
10	11/04/12	11/04/12	Fox 6 Blitz	1035p-1105p	-----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> 10/29/12   11/04/12   -----S                1      \$1,500.00									
Spots: # Ch <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 6     Su   11/04/12   10:53 PM Fox 6 Blitz                      1035p-1105p             :30 TAMTV1225                      \$1,500.00 NM									
11	11/05/12	11/05/12	M-F 930-10p	930p-10p	M-----	:30	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12   11/11/12   M-----                1      \$1,900.00									
Spots: # Ch <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 6     M    11/05/12   9:29 PM M-F 930-10p                      930p-10p                :30 TAMTV1226                      \$1,900.00 NM									
12	10/30/12	11/02/12	M-F 930-10p	930p-10p	-TWTF--	:30	4	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12   11/04/12   -TWTF--                4      \$1,900.00									
Spots: # Ch <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 6     W    10/31/12   9:42 PM M-F 930-10p                      930p-10p                :30 TAMTV1226                      \$1,900.00 NM									
1 6     W    10/31/12   9:57 PM M-F 930-10p                      930p-10p                :30 TAMTV1224                      \$1,900.00 NM									
3 6     Th   11/01/12   9:43 PM M-F 930-10p                      930p-10p                :30 TAMTV1224                      \$1,900.00 NM									
4 6     F    11/02/12   9:37 PM M-F 930-10p                      930p-10p                :30 TAMTV1224                      \$1,900.00 NM									

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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587150-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Baldwin/D/Senate	BALDWIN FOR SENATE	3128	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/30/12	11/02/12	M-F 9-930p	9p-930p	-TWTF--	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -TWTF-- 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 6 W 10/31/12 9:29 PM M-F 9-930p 9p-930p :30 TAMTV1221 \$2,000.00 NM									
2 6 Th 11/01/12 9:13 PM M-F 9-930p 9p-930p :30 TAMTV1226 \$2,000.00 NM									
3 6 Th 11/01/12 9:27 PM M-F 9-930p 9p-930p :30 TAMTV1224 \$2,000.00 NM									
4 6 F 11/02/12 9:20 PM M-F 9-930p 9p-930p :30 TAMTV1226 \$2,000.00 NM									
14	11/05/12	11/05/12	M-F 9-930p	9p-930p	M-----	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 6 M 11/05/12 9:12 PM M-F 9-930p 9p-930p :30 TAMTV1227 \$2,000.00 NM									
15	11/04/12	11/04/12	NFL on FOX Pregame	various	-----S	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 6 Su 11/04/12 10:59 AM NFL on FOX Pregame various :30 TAMTV1227 \$3,000.00 NM									
16	11/04/12	11/04/12	GB Packers Football	various	-----S	:30	1	\$22,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$22,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 6 Su 11/04/12 GB Packers Football various :00 <del>\$22,500.00</del> NM									
Credited									
17	11/02/12	11/02/12	FOX Prime Friday 7-8	7p-8p	----F--	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 6 F 11/02/12 7:21 PM FOX Prime Friday 7-8 7p-8p :30 TAMTV1221 \$3,000.00 NM									
18	11/06/12	11/06/12	M-F 12p-1p	12p-1p	-T-----	:30	1	\$565.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$565.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 6 Tu 11/06/12 12:12 PM M-F 12p-1p 12p-1p :30 TAMTV1225 \$565.00 NM									

Total Spots **32** Gross Total **\$44,700.00**

## Payment Terms 30 Days

Agency Commission **\$6,705.00**

Net Amount Due **\$37,995.00**