INVOICE



WMTV 615 Forward Drive Madison, WI 53711

Sales T & C: www.gray.tv/advertising

Main: (608) 274-1515

Billing:

Billing Address:

Media Buying and Analytics Attention: Accounts Payable 4355 Cobb Parkway SE Ste J489 Atlanta, GA 30339

Send Payment To:

WMTV P.O. Box 14200 Tallahassee, FL 32317-4200

Property	WMTV					
Invoice #	3501568-1	Order #	3501568			
Invoice Date	04/28/24	Alt Order #	WOC14604909			
Invoice Month	April 2024	Deal #				
Invoice Period	04/01/24 - 04/08/24	Flight Dates	04/02/24 - 04/08/24			
Advertiser	Biden for President					
Product	2024 President Elect	ions				
Estimate #	11583					
	Account Executive	Don Vesely				
	Sales Office Madison National					
	Sales Region	ion National				
	Agency Code					
	Advertiser Code	1106				
	Billing Calendar	Broadcast				
	Billing Type	Cash				
	Special Handling					
	Agency Ref	157263				
	Advertiser Ref	570858				
	Product 1	1850				

Product 2

						Spots/			
Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
1 04/02/24	04/08/24	Early Today	4:00 AM-4:30 AM	1- 111	:30	4	\$75.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Trocke.	04/02/24	04/08/24 1-111	4	\$75.00					
Spots: # Ch	<u>h</u> <u>Day</u> Air	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	th Ad-ID			Rate Type
1 W	MTV W 04	/03/24 4:29 AM Early T	oday	4:00 AM-4:30 AN	M :3	O BFP302400	04H		\$75.00 NM
2 W	MTV Th 04	/04/24 4:29 AM Early T	oday	4:00 AM-4:30 AN	M :3	0 BFP302400	04H		\$75.00 NM
3 W	MTV F 04	/05/24 4:29 AM Early T	oday	4:00 AM-4:30 AN		O BFP302400			\$75.00 NM
4 W	MTV M 04	/08/24 4:18 AM Early T	oday	4:00 AM-4:30 AN	И :3	0 BFP302400	04H		\$75.00 NM
2 04/02/24	04/03/24	The Morning Show @ 6	6a 5:58 AM-7:00 AM	1	:30	1	\$750.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
vveeks.	04/01/24	04/07/24 1	<u> 5pois/vveek</u> 1	\$750.00					
Spots: # Ch	h Day Air	Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
			orning Show @ 6a	5:58 AM-7:00 AN	и <u></u>	0 BFP302400	04H		\$750.00 NM
3 04/02/24	04/05/24	15 News @ 11a	11:10 AM-11:30 AM	-11	:30	2	\$350.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
0	04/01/24	04/07/24 - 1 - 1	2	\$350.00	Land	L ALID			Data Tara
Spots: # Ch	<u>h</u> <u>Day Air</u> MTV Tu 04	<u>Date</u> <u>Air Time</u> <u>Descrip</u> /02/24 11:23 AM 15 Nev		Start/End Time 11:10 AM-11:30		<u>:h Ad-ID</u> 0 BFP302400	MII		Rate Type
						0 BFP302400 0 BFP302400			\$350.00 NM
2 W	MTV F 04	/05/24 11:12 AM 15 Nev	vs @ 11a	11:10 AM-11:30	AIV :3	U DFF302400	/4П		\$350.00 NM
4 04/02/24	04/08/24	NBC News Daily	12:00 PM-1:00 PM	1-1	:30	2	\$200.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Cnoto: # Cl	04/02/24	04/08/24 1-1	2	\$200.00 Stort/End Time	Lore	P V4 ID			Doto Tura
Spots: <u>#</u> <u>Ct</u>		Date Air Time Description Date Air Time Description Date Description Date Description Date Description Date Description Date Description Date Description Desc		Start/End Time 12:00 PM-1:00 P		<u>th Ad-ID</u> 0 BFP302400	мп		Rate Type \$200.00 NM
	MTV W 04		ews Daily ews Daily	12:00 PM-1:00 P		-	7411		\$200.00 NM \$200.00 NM
∠ VV	Credited		ews Dally	12.00 PIVI-1:00 F	-ivi :C	U			φευυ.υυ INIVI
	Network	Eclipse Coverage eliminat	ed commercial break in	n Live Report-Move d	dollars to I	Est 11597			
5 04/02/24	04/08/24	M-F 1p-2p	1:00 PM-2:00 PM	1-11	:30	3	\$125.00	NM	

We warrant that the actual broadcast information shown on this invoice was taken from the program log. The station 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 the link located above on this invoice.

INVOICE

Send Payment To:



Invoice #	3501568-1	Invoice Month	April 2024			
Invoice Date	04/28/24	Invoice Period	04/01/24 - 04/08/24			
Advertiser	Biden for President					
Product	2024 President Elections					
Estimate #	11583					

		Spots/			
Line Start Date End Date Description Start/End Time	MTWTFSS L	ength Week	Rate	Туре	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u>	Rate				
04/02/24 04/08/24 1-11 3	\$12 <u>5.00</u>				D . T
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WMTV W 04/03/24 1:18 PM M-F 1p-2p	1:00 PM-2:00 PM	:30 BFP3024004H			\$125.00 NM
2 WMTV Th 04/04/24 1:29 PM M-F 1p-2p	1:00 PM-2:00 PM	:30 BFP3024004H			\$125.00 NM
4 WMTV F 04/05/24 1:10 PM M-F 1p-2p MG for 5.3 04/08	1:00 PM-2:00 PM	:30 ВFР3024004Н			\$125.00 NM
Program Change-Solar Eclipse News Special 3 WMTV <i>M 04/08/24 M-F 1p-2p</i> See MG 5.4	1:00 PM-2:00 PM	:00			\$125.00 NM
6 04/02/24 04/04/24 M-F 3p-4p 3:00 PM-3:30 PM	1	:30 1	\$200.00	NM	
Weeks: Start Date 04/01/24 End Date 04/07/24 MTWTFSS 0-1 Spots/Week 1	Rate \$200.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WMTV Th 04/04/24 3:30 PM M-F 3p-4p	3:00 PM-3:30 PM	:30 BFP3024004H			\$200.00 NM
7 04/02/24 04/08/24 M-F 330p-4p 3:30 PM-4:00 PM	111	:30 3	\$175.00	NM	
Weeks: Start Date 04/02/24 End Date 04/08/24 MTWTFSS 111 Spots/Week 3	Rate \$175.00				
	*	Longth Ad ID			Pata Typo
Spots: # Ch Day Air Date Air Time Description 1 WMTV Th 04/04/24 3:49 PM M-F 330p-4p	Start/End Time 3:30 PM-4:00 PM	Length Ad-ID :30 BFP3024004H			Rate Type \$175.00 NM
2 WMTV F 04/05/24 3:54 PM M-F 330p-4p	3:30 PM-4:00 PM	:30 BFP3024004H			\$175.00 NM
3 WMTV M 04/08/24 3:46 PM M-F 330p-4p	3:30 PM-4:00 PM	:30 BFP3024004H			\$175.00 NM
· ·	3.30 FIVI-4.00 FIVI				\$175.00 NW
8 04/02/24 04/08/24 15 News @ 4p 4:10 PM-4:27 PM	1	:30 1	\$475.00	NM	
Weeks: Start Date 04/02/24 End Date 04/08/24 MTWTFSS 1 Spots/Week 1	Rate \$475.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WMTV M 04/08/24 4:22 PM 15 News @ 4p	4:10 PM-4:27 PM	:30 BFP3024004H			\$475.00 NM
9 04/02/24 04/04/24 15 News @ 5p 5:10 PM-5:30 PM	1	:30 1	\$850.00	NM	
Weeks: Start Date 04/01/24 End Date 04/07/24 MTWTFSS 1 1 1 Spots/Week 1	Rate				
0.70.72.	\$850.00 Stort/End Time	Length Ad-ID			Poto Typo
Spots: # Ch Day Air Date Air Time Description 1 WMTV Th 04/04/24 5:28 PM 15 News @ 5p	Start/End Time 5:10 PM-5:30 PM	:30 BFP3024004H			Rate Type \$850.00 NM
1 VVIVIT V 111 04/04/24 5.26 FIVI 15 News @ 5p	5. TO FIVI-5.30 FIVI	.50 14004300			φου.υυ INIVI
10 04/02/24 04/08/24 15 News @ 6p 6:10 PM-6:30 PM	11	:30 2 \$	1,500.00	NM	
Weeks: Start Date 04/02/24 End Date 04/08/24 MTWTFSS 1 Spots/Week 2	<u>Rate</u> \$1,500.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WMTV Th 04/04/24 6:29 PM 15 News @ 6p	6:10 PM-6:30 PM	:30 BFP3024004H			\$1,500.00 NM
2 WMTV M 04/08/24 6:23 PM 15 News @ 6p	6:10 PM-6:30 PM	:30 BFP3024004H			\$1,500.00 NM
11 04/02/24 04/06/24 Saturday 15 News @ 6p 6:10 PM-6:30 PM	1-	:30 1 \$	1,000.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week	Rate				
04/01/24 04/07/24 1-	\$1,00 0.00	Longth Ad ID			Doto Turn
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type

We warrant that the actual broadcast information shown on this invoice was taken from the program log. The station 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 the link located above on this invoice.

INVOICE

Send Payment To:



Invoice #	3501568-1	Invoice Month	April 2024			
			· ·			
Invoice Date	04/28/24	Invoice Period	04/01/24 - 04/08/24			
Advertiser	Biden for President					
Product	2024 President Elections					
Estimate #	11583					

C	_	_	ts/
0	υ	υ	เธ/

Line Start	Date E	nd Date	Descr	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
11 04/02	2/24 0	4/06/24	Satur	day 15 News @ 6	p 6:10 PM-6:30 PM	1-	:30	1	\$1,000.00	NM		
Spots: #	Ch	Day Air [Date	Air Time Descri	otion	Start/End Time	Leng	th Ad-ID			Rate	Туре
1	WMTV	Sa 04/0		6:29 PM Saturd	ay 15 News @ 6p	6:10 PM-6:30 PM		BFP3024	004H		\$1,000.00	
12 04/02	2/24 0	4/05/24	Jeopa	ırdy M-F	4:28 PM-5:00 PM	- 1- 11	:30	3	\$550.00	NM		
Weeks		art Date /01/24	End Da 04/07/2	te <u>MTWTFSS</u> - 1 - 11	Spots/Week 3	Rate \$550.00						
Spots: #	<u>Ch</u>	Day Air [<u>Date</u>	Air Time Descri	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate	Type
1	WMTV	Tu 04/0	2/24	4:29 PM Jeopai	dy M-F	4:28 PM-5:00 PM	1 :3	30 BFP3024	004H		\$550.00	NM
2	WMTV	Th 04/0)4/24	4:55 PM Jeopai	dy M-F	4:28 PM-5:00 PM	1 :3	30 BFP3024	004H		\$550.00	NM
3	WMTV	F 04/0	5/24	4:35 PM Jeopai	dy M-F	4:28 PM-5:00 PM	1 :3	30 BFP3024	004Н		\$550.00	NM
13 04/02	2/24 0	4/07/24	The M	forning Show Su	@ 6:00 AM-7:00 AM	1	:30	1	\$300.00	NM		
Weeks			End Da 04/07/2		Spots/Week 1	Rate \$300.00						
Spots: #	<u>Ch</u>	Day Air [<u>Date</u>	Air Time Descri	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate	Type
1	WMTV	Su 04/0	7/24	6:21 AM The M	orning Show Su @ 6a	6:00 AM-7:00 AM	1 :3	30 BFP3024	004Н		\$300.00	NM
14 04/02	2/24 0	4/07/24	Meet	The Press	9:58 AM-11:00 AM	1	:30	1	\$300.00	NM		
Weeks		art Date /01/24	End Da 04/07/2		Spots/Week 1	Rate \$300.00						
Spots: #	<u>Ch</u>	Day Air [<u>Date</u>	Air Time Descri	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate	Type
2	WMTV	Sa 04/0 MG for 14		7:57 AM Sa Too 7	day	7:00 AM-8:00 AM	1 :3	30 BFP3024	004Н		\$300.00	NM
		U	_	Premiere League								
1	WMTV	Su 04/0 See MG 1		Meet 7	The Press	9:58 AM-11:00 A	M :0	00			\$300.00	NM ·

Total Spots

Payment Terms 30 Days

<u>Gross Total</u> \$10,625.00

Agency Commission \$1,593.75

Net Amount Due \$9,031.25

<u>Invoice Balance as of 05/03/24 2:42:29 PM CT</u> **\$0.00**

25