

# INVOICE



**WMTV**  
**615 Forward Drive**  
**Madison, WI 53711**  
**Sales T & C: www.gray.tv/advertising**  
**Main: (608) 274-1515**  
**Billing:**

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 Elections		
Estimate #	11583		
Account Executive	Don Vesely		
Sales Office	Madison National		
Sales Region	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			

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**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ 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: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/02/24 04/08/24 1-111-- 4 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV W 04/03/24 4:29 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM 2 WMTV Th 04/04/24 4:29 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM 3 WMTV F 04/05/24 4:29 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM 4 WMTV M 04/08/24 4:18 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM									
2	04/02/24	04/03/24	The Morning Show @ 6a	5:58 AM-7:00 AM	--1----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/01/24 04/07/24 --1---- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV W 04/03/24 6:29 AM The Morning Show @ 6a 5:58 AM-7:00 AM :30 BFP3024004H \$750.00 NM									
3	04/02/24	04/05/24	15 News @ 11a	11:10 AM-11:30 AM	-1-1--	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/01/24 04/07/24 -1-1-- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV Tu 04/02/24 11:23 AM 15 News @ 11a 11:10 AM-11:30 AM :30 BFP3024004H \$350.00 NM 2 WMTV F 04/05/24 11:12 AM 15 News @ 11a 11:10 AM-11:30 AM :30 BFP3024004H \$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: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/02/24 04/08/24 1-1---- 2 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV W 04/03/24 12:44 PM NBC News Daily 12:00 PM-1:00 PM :30 BFP3024004H \$200.00 NM 2 WMTV M 04/08/24 NBC News Daily 12:00 PM-1:00 PM :00 <del>\$200.00</del> NM Credited Network Eclipse Coverage eliminated commercial break in Live Report-Move dollars to 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:



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

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		

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# INVOICE

Send Payment To:



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

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		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																								
11	04/02/24	04/06/24	Saturday 15 News @ 6p	6:10 PM-6:30 PM	-----1-	:30	1	\$1,000.00	NM																																																								
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12	04/02/24	04/05/24	Jeopardy M-F	4:28 PM-5:00 PM	-1-11--	:30	3	\$550.00	NM																																																								
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<u>Total Spots</u>							<b>25</b>																																																										

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$10,625.00</b>
<u>Agency Commission</u>	<b>\$1,593.75</b>
<u>Net Amount Due</u>	<b>\$9,031.25</b>
<u>Invoice Balance as of 05/03/24 2:42:29 PM CT</u>	<b>\$0.00</b>

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