

INVOICE



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

Property	WMTV		
Invoice #	3519498-1	Order #	3519498
Invoice Date	04/28/24	Alt Order #	WOC14623221
Invoice Month	April 2024	Deal #	
Invoice Period	04/01/24 - 04/21/24	Flight Dates	04/16/24 - 04/21/24
Advertiser	Biden for President		
Product	WI General		
Estimate #	11631		
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	1347		
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	04/16/24	04/19/24	Early Today	4:00 AM-4:30 AM	- 1111 - -	:30	4	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/15/24 04/21/24 - 1111 - - 4 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV Tu 04/16/24 4:17 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM 2 WMTV W 04/17/24 4:17 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM 3 WMTV Th 04/18/24 4:30 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM 4 WMTV F 04/19/24 4:29 AM Early Today 4:00 AM-4:30 AM :30 BFP3024004H \$75.00 NM									
2	04/16/24	04/19/24	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> 04/15/24 04/21/24 - - 1- 1 - - 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV W 04/17/24 11:26 AM 15 News @ 11a 11:10 AM-11:30 AM :30 BFP3024004H \$350.00 NM 2 WMTV F 04/19/24 11:13 AM 15 News @ 11a 11:10 AM-11:30 AM :30 BFP3024004H \$350.00 NM									
3	04/16/24	04/18/24	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> 04/15/24 04/21/24 - 1- 1 - - 2 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV Tu 04/16/24 12:46 PM NBC News Daily 12:00 PM-1:00 PM :30 BFP3024004H \$200.00 NM 2 WMTV Th 04/18/24 12:45 PM NBC News Daily 12:00 PM-1:00 PM :30 BFP3024004H \$200.00 NM									
4	04/16/24	04/19/24	M-F 1p-2p	1:00 PM-2:00 PM	- 1 - - 1 - -	:30	2	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/15/24 04/21/24 - 1 - - 1 - - 2 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WMTV Tu 04/16/24 1:41 PM M-F 1p-2p 1:00 PM-2:00 PM :30 BFP3024004H \$125.00 NM 2 WMTV F 04/19/24 1:50 PM M-F 1p-2p 1:00 PM-2:00 PM :30 BFP3024004H \$125.00 NM									
5	04/16/24	04/18/24	M-F 3p-330p	3:00 PM-3:30 PM	- - - 1 - - -	:30	1	\$200.00	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 #	3519498-1	Invoice Month	April 2024
Invoice Date	04/28/24	Invoice Period	04/01/24 - 04/21/24
Advertiser	Biden for President		
Product	WI General		
Estimate #	11631		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	04/16/24	04/19/24	M-F 330p-4p	3:30 PM-4:00 PM	- 1 - 1 - -	:30	2	\$175.00	NM
Weeks: <u>Start Date</u> 04/15/24 <u>End Date</u> 04/21/24 <u>MTWTFSS</u> - 1 - 1 - - <u>Spots/Week</u> 2 <u>Rate</u> \$175.00 Spots: # <u>Ch</u> <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 WMTV Tu 04/16/24 3:59 PM M-F 330p-4p 3:30 PM-4:00 PM :30 BFP3024004H \$175.00 NM 2 WMTV F 04/19/24 3:48 PM M-F 330p-4p 3:30 PM-4:00 PM :30 BFP3024004H \$175.00 NM									
6	04/16/24	04/18/24	15 News @ 5p	5:10 PM-5:30 PM	- - - 1 - - -	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> 04/15/24 <u>End Date</u> 04/21/24 <u>MTWTFSS</u> - - - 1 - - - <u>Spots/Week</u> 1 <u>Rate</u> \$850.00 Spots: # <u>Ch</u> <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 WMTV Th 04/18/24 5:13 PM 15 News @ 5p 5:10 PM-5:30 PM :30 BFP3024004H \$850.00 NM									
7	04/16/24	04/20/24	Saturday 15 News @ 6p	6:10 PM-6:30 PM	- - - - - 1 -	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> 04/15/24 <u>End Date</u> 04/21/24 <u>MTWTFSS</u> - - - - - 1 - <u>Spots/Week</u> 1 <u>Rate</u> \$1,000.00 Spots: # <u>Ch</u> <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 WMTV Sa 04/20/24 6:29 PM Saturday 15 News @ 6p 6:10 PM-6:30 PM :30 BFP3024004H \$1,000.00 NM									
8	04/16/24	04/17/24	Jeopardy M-F	4:28 PM-5:00 PM	- - 1 - - - -	:30	1	\$550.00	NM
Weeks: <u>Start Date</u> 04/15/24 <u>End Date</u> 04/21/24 <u>MTWTFSS</u> - - 1 - - - - <u>Spots/Week</u> 1 <u>Rate</u> \$550.00 Spots: # <u>Ch</u> <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 WMTV W 04/17/24 4:36 PM Jeopardy M-F 4:28 PM-5:00 PM :30 BFP3024004H \$550.00 NM									
9	04/16/24	04/21/24	The Morning Show Su @ 6a	6:00 AM-7:00 AM	- - - - - 1	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> 04/15/24 <u>End Date</u> 04/21/24 <u>MTWTFSS</u> - - - - - 1 <u>Spots/Week</u> 1 <u>Rate</u> \$300.00 Spots: # <u>Ch</u> <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 WMTV Su 04/21/24 6:54 AM The Morning Show Su @ 6a 6:00 AM-7:00 AM :30 BFP3024004H \$300.00 NM									

Total Spots 17

Payment Terms 30 Days

<u>Gross Total</u>	\$4,900.00
<u>Agency Commission</u>	\$735.00
<u>Net Amount Due</u>	\$4,165.00
<u>Invoice Balance as of 05/03/24 2:42:39 PM CT</u>	\$0.00

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