## **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 # 3519498-1		Order #	3519498			
Invoice Date	04/28/24	Alt Order #	WOC14623221			
Invoice Month	nvoice Month April 2024					
Invoice Period	04/01/24 - 04/21/24	Flight Dates	04/16/24 - 04/21/24			
Advertiser	Biden for President					
Product	WI General	WI General				
Estimate #	11631					
	Account Executive	Don Vesely				
	Sales Office Madison National					
	Sales Region	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

Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1 04/16/24 04/19/24 Early Today	4:00 AM-4:30 AM	- 1111	:30	4	\$75.00	NM	
Weeks: Start Date	Spots/Week 4	Rate \$75.00					
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WMTV Tu 04/16/24 4:17 AM Early	Today	4:00 AM-4:30 Al	M :3	O BFP30240	04H		\$75.00 NM
2 WMTV W 04/17/24 4:17 AM Early	Today	4:00 AM-4:30 Al	M :3	O BFP30240	04H		\$75.00 NM
3 WMTV Th 04/18/24 4:30 AM Early	Today	4:00 AM-4:30 Al	M :3	0 BFP30240	04H		\$75.00 NM
4 WMTV F 04/19/24 4:29 AM Early	Today	4:00 AM-4:30 Al	M :3	0 BFP30240	04H		\$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: Start Date End Date 04/21/24 MTWTFSS - 1-1-1-	Spots/Week 2	Rate \$350.00					
Spots: # Ch Day Air Date Air Time Desc	<u>ription</u>	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WMTV W 04/17/24 11:26 AM 15 No	ews @ 11a	11:10 AM-11:30	AV :3	0 BFP30240	04H		\$350.00 NM
2 WMTV F 04/19/24 11:13 AM 15 No	ews @ 11a	11:10 AM-11:30	AV :3	0 BFP30240	04H		\$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:   Start Date 04/15/24   End Date 04/21/24   MTWTFSS - 1 - 1	Spots/Week 2	<u>Rate</u> \$200.00					
Spots: # Ch Day Air Date Air Time Desc	<u>ription</u>	Start/End Time		th Ad-ID			Rate Type
1 WMTV Tu 04/16/24 12:46 PM NBC	,	12:00 PM-1:00 F		0 BFP30240			\$200.00 NM
2 WMTV Th 04/18/24 12:45 PM NBC	News Daily	12:00 PM-1:00 F	PM :3	0 BFP30240	04H		\$200.00 NM
4 04/16/24 04/19/24 M-F 1p-2p	1:00 PM-2:00 PM	-11	:30	2	\$125.00	NM	
Weeks:   Start Date 04/15/24   End Date 04/21/24   MTWTFSS - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	Spots/Week 2	<u>Rate</u> \$125.00					
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WMTV Tu 04/16/24 1:41 PM M-F	1p-2p	1:00 PM-2:00 PI	M :3	0 BFP30240	04H		\$125.00 NM
2 WMTV F 04/19/24 1:50 PM M-F	1p-2p	1:00 PM-2:00 PI	M :3	0 BFP30240	04H		\$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	

## **INVOICE**

Send Payment To:



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		

Spots/

Tourish   Tour	Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
Weeks:   Start Date   End Date   Air Time   Description   Start/End Time   Length Ad-ID   Rate   Stort Date   Air Time   Description   Start/End Time   Length Ad-ID   Rate   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Air Time   Description   Start/End Time   Start/E	Spo	ots: <u>#</u> <u>Ch</u>	04/15/24 Day Air	Date Air Time Descrip	1 otion	\$200.00 Start/End Time			004Н		<u>Rate</u> <u>Type</u> \$200.00 NM
Spots: # Ch Day Air Date	6	04/16/24	04/19/24	M-F 330p-4p	3:30 PM-4:00 PM	- 1 1	:30	2	\$175.00	NM	
Weeks:   Start Date   O4/15/24   O4/21/24   O4/21/24	Spo	ots: <u>#</u> <u>Ch</u> 1 WM	04/15/24 <u>Day Air</u> TV Tu 04/	04/21/24 - 1 1   Date Air Time Descrip   /16/24 3:59 PM M-F 33	2 otion 0p-4p	\$17 <u>5.00</u> <u>Start/End Time</u> 3:30 PM-4:00 PM	I :3	0 BFP3024			<u>Rate</u> <u>Type</u> \$175.00 NM \$175.00 NM
Spots: # Ch   Day Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time   Start/End Time   Length   Ad-ID   Rate   Start   Date   Air Time   Description   Start/End Time	7	04/16/24	04/18/24	15 News @ 5p	5:10 PM-5:30 PM	1	:30	1	\$850.00	NM	
Weeks:   Start Date 04/15/24   End Date 04/21/24   MTWTFSS 1   Spots/Week 1   Rate \$1,000.00     Spots:   # Ch Day Air Date 1 WMTV Sa 04/20/24   Air Time Description Description 1   Start/End Time Start/End Time Description Start/End Time Descr	Spo	ots: <u>#</u> <u>Ch</u>	04/15/24 Day Air	04/21/24 1 Date Air Time Descrip	1 otion	\$850.00 Start/End Time			004Н		<u>Rate</u> <u>Type</u> \$850.00 NM
Spots: # Ch   Day Air Date 1   Air Time Description 6:29 PM Saturday 15 News @ 6p   Start/End Time 6:10 PM-6:30 PM   Length Ad-ID 30 BFP3024004H   Rate \$1,000.00     9 04/16/24 04/17/24 Jeopardy M-F   4:28 PM-5:00 PM  1   :30 1 \$550.00 NM     Weeks: Start Date 04/15/24 04/21/24	8	04/16/24	04/20/24	Saturday 15 News @ 6	6:10 PM-6:30 PM	1-	:30	1	\$1,000.00	NM	
Weeks:   Start Date 04/15/24   End Date 04/21/24   MFWFSS 1 - 1	Spc	ots: <u>#</u> <u>Ch</u>	04/15/24 <u>Day</u> <u>Air</u>	Date Air Time Descrip	otion 1	\$1,000.00 Start/End Time			004Н		Rate Type \$1,000.00 NM
Spots: # Ch 1 WMTV   Day Od/17/24   Air Time Description 4:36 PM Jeopardy M-F   Start/End Time 4:28 PM-5:00 PM   Length Ad-ID 3:30 BFP3024004H   Rate 3:550.00     10 04/16/24 04/21/24   04/21/24 The Morning Show Su @ 6:00 AM-7:00 AM 6a  1   :30 1 \$300.00 NM     Weeks: Start Date 04/15/24 04/21/24	9	04/16/24	04/17/24	Jeopardy M-F	4:28 PM-5:00 PM	1	:30	1	\$550.00	NM	
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Ad-ID   Rate   Length   Ad-ID   Rate   Ad-ID   Rate	Spo	ots: <u>#</u> <u>Ch</u>	04/15/24 <u>Day</u> <u>Air</u>	Date Air Time Descrip	1 otion	\$550.00 Start/End Time			004Н		Rate Type \$550.00 NM
04/15/24   04/21/24  1   1   \$300.00     Spots: # Ch Day Air Date Air Time Description   Start/End Time Length Ad-ID   Rate	10	04/16/24	04/21/24		@ 6:00 AM-7:00 AM	1	:30	1	\$300.00	NM	
<u>Total Spots</u> 17	Spo	ots: <u>#</u> <u>Ch</u>	04/15/24 <u>Day</u> <u>Air</u>	End Date   MTWTFSS     04/21/24  1     Date   Air Time   Description	1 otion	\$300.00 Start/End Time 6:00 AM-7:00 AM	I :3	0 BFP3024	004Н		<u>Rate</u> <u>Type</u> \$300.00 NM

**Payment Terms 30 Days** 

Agency Commission \$735.00

Net Amount Due \$4,165.00

Invoice Balance as of 05/03/24 2:42:39 PM CT \$0.00

**Gross Total** 

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.

\$4,900.00