

# INVOICE



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

Property	WMTV		
Invoice #	3484398-2	Order #	3484398
Invoice Date	04/28/24	Alt Order #	WOC14589282
Invoice Month	April 2024	Deal #	
Invoice Period	04/01/24 - 04/01/24	Flight Dates	03/26/24 - 04/01/24
Advertiser	Biden for President		
Product	2024 President Elections		
Estimate #	11564		
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	03/26/24	04/01/24	Today Show II	9:00 AM-10:00 AM	11-1---	1:00	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 03/26/24 04/01/24 11-1--- 3 \$450.00									
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> 3 WMTV M 04/01/24 9:57 AM Today Show II 9:00 AM-10:00 AM 1:00 BFP6024003H \$450.00 NM									
2	03/26/24	04/01/24	15 News @ 11a	11:10 AM-11:30 AM	1-1----	1:00	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 03/26/24 04/01/24 1-1---- 2 \$500.00									
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> 2 WMTV M 04/01/24 11:23 AM 15 News @ 11a 11:10 AM-11:30 AM 1:00 BFP6024003H \$500.00 NM									
3	03/26/24	03/29/24	15 News @ 1130a	11:40 AM-12:00 PM	-1--1--	1:00	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 03/25/24 03/31/24 -1--1-- 2 \$500.00									
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> 3 WMTV M 04/01/24 11:59 AM 15 News @ 1130a 11:40 AM-12:00 PM 1:00 BFP6024003H \$500.00 NM MG for 3.1 03/26 Preempted in Live News Event									
4	03/26/24	04/01/24	15 News @ 4p	4:10 PM-4:27 PM	1-----	1:00	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 03/26/24 04/01/24 1----- 1 \$800.00									
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 M 04/01/24 4:21 PM 15 News @ 4p 4:10 PM-4:27 PM 1:00 BFP6024003H \$800.00 NM									

Total Spots **4**

## Payment Terms 30 Days

Gross Total **\$2,250.00**

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.

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

Invoice #	3484398-2	Invoice Month	April 2024
Invoice Date	04/28/24	Invoice Period	04/01/24 - 04/01/24
Advertiser	Biden for President		
Product	2024 President Elections		
Estimate #	11564		

Agency Commission **\$337.50**

Net Amount Due **\$1,912.50**

Invoice Balance as of 05/03/24 2:42:31 PM CT **\$0.00**

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