

## INVOICE



**WDBJ Television Inc.**  
**2807 Hershberger Rd**  
**Roanoke, VA 24017**  
**Main: (540)344-7000**  
**Billing:**

[www.wdbj7.com](http://www.wdbj7.com)

Billing Address:

**DON CALDWELL**  
**Attention: Accounts Payable**  
**3780 CHESTERTON ST. SW**  
**ROANOKE, VA 24018**

Send Payment To:

**WDBJ Television Inc.**  
**2807 Hershberger Road**  
**Roanoke, VA 24017**

Invoice #	Invoice Date	Invoice Month	Invoice Period
38188-1	11/08/15	November 2015	10/26/15 - 11/03/15

Station	Account Executive	Sales Office	Sales Region
WDBJ-TV	Brian Boush	Political	Political spots

Advertiser	Product	Estimate Number
POLI / D CALDWELL/I/SEN/	DON CALDWELL 21 SENT	

Flight Dates	Order #	Alt Order #
10/26/15 - 11/03/15	38188	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Political

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/26/15	10/30/15	5-6 Mornin'	5-6 MORNIN'	MTWTF--	:30	10	\$55.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/26/15   11/01/15   MTWTF--                10       \$55.00									
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 WDBJ: M   10/26/15   5:23 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE       \$55.00   NM									
6 WDBJ: M   10/26/15   5:29 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE       \$55.00   NM									
7 WDBJ: Tu   10/27/15   5:28 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
4 WDBJ: Tu   10/27/15   5:59 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
9 WDBJ: W   10/28/15   5:29 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
5 WDBJ: W   10/28/15   5:59 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
2 WDBJ: Th   10/29/15   5:23 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
8 WDBJ: Th   10/29/15   5:53 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
10 WDBJ: F   10/30/15   5:29 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
3 WDBJ: F   10/30/15   6:01 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
2	11/02/15	11/03/15	5-6 Mornin'	5-6 MORNIN'	MT-----	:30	4	\$55.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/02/15   11/08/15   MT-----                4       \$55.00									
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1 WDBJ: M   11/02/15   5:54 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
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4 WDBJ: Tu   11/03/15   5:22 AM 5-6 Mornin'       5-6 MORNIN'       :30   DON CALDWELL FOR SENATE R       \$55.00   NM									
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3	10/26/15	10/30/15	MORNIN'	M-F 6-7A	MTWTF--	:30	10	\$205.00	NM
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2 WDBJ: M   10/26/15   6:28 AM MORNIN'       M-F 6-7A       :30   DON CALDWELL FOR SENATE       \$205.00   NM									
8 WDBJ: M   10/26/15   6:58 AM MORNIN'       M-F 6-7A       :30   DON CALDWELL FOR SENATE       \$205.00   NM									
3 WDBJ: Tu   10/27/15   6:28 AM MORNIN'       M-F 6-7A       :30   DON CALDWELL FOR SENATE R       \$205.00   NM									
7 WDBJ: Tu   10/27/15   6:56 AM MORNIN'       M-F 6-7A       :30   DON CALDWELL FOR SENATE R       \$205.00   NM									

CBS All Access (a subscription based app) carries WDBJ 7 & CBS programming (including commercials) within the Roanoke-Lynchburg television market.

WDBJ7, MY19 and WDBJ7.com does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to or has the effect of discriminating on the basis of race or ethnicity.

We warrant that the actual broadcast information shown on this invoice was taken from the program log and is accurate to within 2 minutes of actual broadcast and will be available upon request for at least 1 year.

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**2807 Hershberger Road**  
**Roanoke, VA 24017**

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Advertiser	Product	Estimate Number
POLI / D CALDWELL/II/SEN	DON CALDWELL 21 SENT	

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CBS All Access (a subscription based app) carries WDBJ 7 & CBS programming (including commercials) within the Roanoke-Lynchburg television market.

WDBJ7, MY19 and WDBJ7.com does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to or has the effect of discriminating on the basis of race or ethnicity.

We warrant that the actual broadcast information shown on this invoice was taken from the program log and is accurate to within 2 minutes of actual broadcast and will be available upon request for at least 1 year.

## INVOICE

Send Payment To:



**WDBJ Television Inc.**  
**2807 Hershberger Road**  
**Roanoke, VA 24017**

Invoice #	Invoice Date	Invoice Month	Invoice Period
38188-1	11/08/15	November 2015	10/26/15 - 11/03/15
Advertiser	Product	Estimate Number	
POLI / D CALDWELL/SEN	DON CALDWELL 21 SENT		

www.wdbj7.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																											
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CBS All Access (a subscription based app) carries WDBJ 7 &amp; CBS programming (including commercials) within the Roanoke-Lynchburg television market.

WDBJ7, MY19 and WDBJ7.com does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to or has the effect of discriminating on the basis of race or ethnicity.

We warrant that the actual broadcast information shown on this invoice was taken from the program log and is accurate to within 2 minutes of actual broadcast and will be available upon request for at least 1 year.

## INVOICE

Send Payment To:



**WDBJ Television Inc.**  
**2807 Hershberger Road**  
**Roanoke, VA 24017**

Invoice #	Invoice Date	Invoice Month	Invoice Period
38188-1	11/08/15	November 2015	10/26/15 - 11/03/15
Advertiser	Product	Estimate Number	
POLI / D CALDWELL/SEN	DON CALDWELL 21 SENT		

www.wdbj7.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																											
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1	WDBJ	M	11/02/15	6:20 PM	NEWS 7 AT 6	M-F 6-630P	:30	DON CALDWELL FOR SENATE R	\$595.00	NM																																																																																																																																																										
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CBS All Access (a subscription based app) carries WDBJ 7 & CBS programming (including commercials) within the Roanoke-Lynchburg television market. WDBJ 7, MY19 and WDBJ7.com does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to or has the effect of discriminating on the basis of race or ethnicity. We warrant that the actual broadcast information shown on this invoice was taken from the program log and is accurate to within 2 minutes of actual broadcast and will be available upon request for at least 1 year.



## INVOICE

Send Payment To:



**WDBJ Television Inc.**  
**2807 Hershberger Road**  
**Roanoke, VA 24017**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
38188-1	11/08/15	November 2015	10/26/15 - 11/03/15

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
POLI / D CALDWELL//SEN	DON CALDWELL 21 SENT	

www.wdbj7.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																									
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1	WDBJ	Su	11/01/15	8:49 AM	NEWS 7 SUNDAY MORNING	8-9A	:30	DON CALDWELL FOR SENATE R	\$185.00	NM																																																																																								
18	11/01/15	11/01/15	CBS News Sunday Morning SU 9-1030A		-----S	:30	2	\$190.00	NM																																																																																									
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/26/15</td><td>11/01/15</td><td>-----S</td><td>2</td><td>\$190.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WDBJ</td><td>Su</td><td>11/01/15</td><td></td><td>CBS News Sunday Morning</td><td>SU 9-1030A</td><td>:00</td><td></td><td><del>\$190.00</del></td><td>NM</td></tr><tr><td colspan="11">See MG 21.2,21.3,21.4</td></tr><tr><td>2</td><td>WDBJ</td><td>Su</td><td>11/01/15</td><td>9:32 AM</td><td>CBS News Sunday Morning</td><td>SU 9-1030A</td><td>:30</td><td>DON CALDWELL FOR SENATE R</td><td>\$190.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/26/15	11/01/15	-----S	2	\$190.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WDBJ	Su	11/01/15		CBS News Sunday Morning	SU 9-1030A	:00		<del>\$190.00</del>	NM	See MG 21.2,21.3,21.4											2	WDBJ	Su	11/01/15	9:32 AM	CBS News Sunday Morning	SU 9-1030A	:30	DON CALDWELL FOR SENATE R	\$190.00	NM																																	
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19	11/01/15	11/01/15	NFL GAME 1 SUN 1-4P		-----S	:30	2	\$835.00	NM																																																																																									
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CBS All Access (a subscription based app) carries WDBJ 7 & CBS programming (including commercials) within the Roanoke-Lynchburg television market. WDBJ7, MY19 and WDBJ7.com does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to or has the effect of discriminating on the basis of race or ethnicity. We warrant that the actual broadcast information shown on this invoice was taken from the program log and is accurate to within 2 minutes of actual broadcast and will be available upon request for at least 1 year.

**INVOICE**

Send Payment To:

**WDBJ Television Inc.**  
**2807 Hershberger Road**  
**Roanoke, VA 24017**

Invoice #	Invoice Date	Invoice Month	Invoice Period
38188-1	11/08/15	November 2015	10/26/15 - 11/03/15

Advertiser	Product	Estimate Number
POLI / D CALDWELL/I/SEN	DON CALDWELL 21 SENT	

[www.wdbj7.com](http://www.wdbj7.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																	
21	11/02/15	11/02/15	NCIS: LOS ANGELES	MON 10-11P	M-----	:30	1	\$500.00	NM																																	
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>3</td><td>WDBJ</td><td>Tu</td><td>11/03/15</td><td>5:22 PM</td><td>NEWS 7 AT 5</td><td>M-F 5-530P</td><td>:30</td><td>DON CALDWELL FOR SENATE R</td><td>\$360.00</td><td>NM</td></tr><tr><td colspan="11">MG for 18.1,21.1</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	3	WDBJ	Tu	11/03/15	5:22 PM	NEWS 7 AT 5	M-F 5-530P	:30	DON CALDWELL FOR SENATE R	\$360.00	NM	MG for 18.1,21.1										
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Total Spots							105																																			

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$29,440.00</b>
<u>Agency Commission</u>	<b>\$4,416.00</b>
<u>Net Amount Due</u>	<b>\$25,024.00</b>

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