

# INVOICE



**WECT**  
**322 Shipyard Boulevard**  
**Wilmington, NC 28412**  
**Main: (910) 791-8070**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1204259-1	10/26/14	October 2014	09/29/14 - 10/23/14

Station	Account Executive	Sales Office	Sales Region
WECT	Mick Nesci	HRP-Washington	National

Billing Address:

**Waterfront Strategies**  
**Attention: Accounts Payable**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

Send Payment To:

**WECT**  
**AM South Bank Lockbox 332**  
**P.O. Box 11407**  
**Birmingham, AL 35246-0332**

Advertiser	Product	Estimate Number
ISS/AFSCME	AFSCME PEOPLE	

Flight Dates	Order #	Alt Order #
10/21/14 - 10/23/14	1204259	07431167

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

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	10/21/14	10/23/14	Days of Our Lives	1-2p	-TWT---	:30	1	\$145.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14	<u>MTWTFSS</u> -TWT---	<u>Spots/Week</u> 1	<u>Rate</u> \$145.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Th	10/23/14	1:29 PM	Days of Our Lives	1-2p	:30	AFSCME14-01-30H Fooled HD	\$145.00 NM
2	10/21/14	10/23/14	NBC Today Show III	10-11a	-TWT---	:30	1	\$175.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14	<u>MTWTFSS</u> -TWT---	<u>Spots/Week</u> 1	<u>Rate</u> \$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Th	10/23/14	10:52 AM	NBC Today Show III	10-11a	:30	AFSCME14-01-30H Fooled HD	\$175.00 NM
3	10/21/14	10/23/14	LN (M-F)	11-1135p	-TWT---	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14	<u>MTWTFSS</u> -TWT---	<u>Spots/Week</u> 1	<u>Rate</u> \$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	W	10/22/14	11:16 PM	LN (M-F)	11-1135p	:30	AFSCME14-01-30H Fooled HD	\$300.00 NM
4	10/21/14	10/23/14	The Tonight Show	1135p-1236a	-TWT---	:30	1	\$150.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14	<u>MTWTFSS</u> -TWT---	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	W	10/22/14	12:28 AM	The Tonight Show	1135p-1236a	:30	AFSCME14-01-30H Fooled HD	\$150.00 NM
5	10/21/14	10/23/14	Live w/Kelly & Michael	11a-12p	-TWT---	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14	<u>MTWTFSS</u> -TWT---	<u>Spots/Week</u> 1	<u>Rate</u> \$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Tu	10/21/14	11:43 AM	Live w/Kelly & Michael	11a-12p	:30	AFSCME14-01-30H Fooled HD	\$100.00 NM
6	10/21/14	10/23/14	Late Night	1236-137a	-TWT---	:30	1	\$30.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14	<u>MTWTFSS</u> -TWT---	<u>Spots/Week</u> 1	<u>Rate</u> \$30.00				

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**Birmingham, AL 35246-0332**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1204259-1	10/26/14	October 2014	09/29/14 - 10/23/14
Advertiser	Product	Estimate Number	
ISS/AFSCME	AFSCME PEOPLE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/21/14	10/23/14	Late Night	1236-137a	-TWT---	:30	1	\$30.00	NM
-TWT---									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT W 10/22/14 1:26 AM Late Night 1236-137a :30 AFSCME14-01-30H Fooled HD \$30.00 NM									
7	10/21/14	10/23/14	News 6 at Noon	12-1230p	-TWT---	:30	1	\$200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/20/14 10/26/14 -TWT--- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT Tu 10/21/14 12:08 PM News 6 at Noon 12-1230p :30 AFSCME14-01-30H Fooled HD \$200.00 NM									
8	10/21/14	10/23/14	Meredith Vieira Show, The	3-4p	-TWT---	:30	1	\$80.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/20/14 10/26/14 -TWT--- 1 \$80.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT Tu 10/21/14 3:59 PM Meredith Vieira Show, The 3-4p :30 AFSCME14-01-30H Fooled HD \$80.00 NM									
9	10/21/14	10/23/14	Ellen Degeneres	4-5p	-TWT---	:30	1	\$140.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/20/14 10/26/14 -TWT--- 1 \$140.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT W 10/22/14 4:30 PM Ellen Degeneres 4-5p :30 AFSCME14-01-30H Fooled HD \$140.00 NM									
10	10/21/14	10/23/14	News at 5p	5-530p	-TWT---	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/20/14 10/26/14 -TWT--- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT Tu 10/21/14 5:29 PM News at 5p 5-530p :30 AFSCME14-01-30H Fooled HD \$300.00 NM									
11	10/21/14	10/23/14	NEWS AT 530P	530-6P	-TWT---	:30	1	\$330.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/20/14 10/26/14 -TWT--- 1 \$330.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT Tu 10/21/14 5:51 PM NEWS AT 530P 530-6P :30 AFSCME14-01-30H Fooled HD \$330.00 NM									
12	10/21/14	10/23/14	Carolina In The Am 6a	6-7a	-TWT---	:30	1	\$330.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/20/14 10/26/14 -TWT--- 1 \$330.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT Tu 10/21/14 6:58 AM Carolina In The Am 6a 6-7a :30 AFSCME14-01-30H Fooled HD \$330.00 NM									
13	10/21/14	10/23/14	Wheel of Fortune (M-F)	7-730p	-TWT---	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/20/14 10/26/14 -TWT--- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WECT W 10/22/14 7:29 PM Wheel of Fortune (M-F) 7-730p :30 AFSCME14-01-30H Fooled HD \$375.00 NM									
14	10/21/14	10/23/14	NBC Today Show	7-9a	-TWT---	:30	2	\$330.00	NM

## MTWTFSS

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<u>Invoice #</u> <b>1204259-1</b>	<u>Invoice Date</u> <b>10/26/14</b>	<u>Invoice Month</u> <b>October 2014</b>	<u>Invoice Period</u> <b>09/29/14 - 10/23/14</b>
<u>Advertiser</u> <b>ISS/AFSCME</b>		<u>Product</u> <b>AFSCME PEOPLE</b>	<u>Estimate Number</u>

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/21/14	10/23/14	NBC Today Show	7-9a	-TWT---	:30	2	\$330.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> -TWT---		<u>Spots/Week</u> 2	<u>Rate</u> \$330.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Tu	10/21/14	8:53 AM	NBC Today Show	7-9a	:30	AFSCME14-01-30H Fooled HD	\$330.00 NM
2	WECT	W	10/22/14	7:20 AM	NBC Today Show	7-9a	:30	AFSCME14-01-30H Fooled HD	\$330.00 NM
15	10/21/14	10/23/14	Jeopardy (M-F)	730-8p	-TWT---	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> -TWT---		<u>Spots/Week</u> 1	<u>Rate</u> \$400.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	W	10/22/14	7:58 PM	Jeopardy (M-F)	730-8p	:30	AFSCME14-01-30H Fooled HD	\$400.00 NM
16	10/21/14	10/23/14	NBC Today Show II	9-10a	-TWT---	:30	1	\$210.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> -TWT---		<u>Spots/Week</u> 1	<u>Rate</u> \$210.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Tu	10/21/14	9:58 AM	NBC Today Show II	9-10a	:30	AFSCME14-01-30H Fooled HD	\$210.00 NM
17	10/23/14	10/23/14	Thursday Hour 1	8-9p	---1---	:30	1	\$350.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> ---1---		<u>Spots/Week</u> 1	<u>Rate</u> \$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Th	10/23/14		Thursday Hour 1	8-9p	:00		<del>\$350.00</del> NM
			See MG 17.2						
2	WECT	Th	10/23/14	7:59 PM	Thursday Hour 1	8-9p	:30	AFSCME14-01-30H Fooled HD	\$350.00 NM
			MG for 17.1 10/23						
18	10/23/14	10/23/14	Thur Prime Hour 2	9-10p	---1---	:30	1	\$275.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> ---1---		<u>Spots/Week</u> 1	<u>Rate</u> \$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Th	10/23/14	9:18 PM	Thur Prime Hour 2	9-10p	:30	AFSCME14-01-30H Fooled HD	\$275.00 NM
19	10/21/14	10/21/14	Tues Prime Hour 3	10-11p	-1-----	:30	1	\$525.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> -1-----		<u>Spots/Week</u> 1	<u>Rate</u> \$525.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Tu	10/21/14	11:00 PM	Tues Prime Hour 3	10-11p	:30	AFSCME14-01-30H Fooled HD	\$525.00 NM
20	10/21/14	10/21/14	Tue Prime Hour 2	9-10p	-1-----	:30	1	\$350.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> -1-----		<u>Spots/Week</u> 1	<u>Rate</u> \$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WECT	Tu	10/21/14	9:19 PM	Tue Prime Hour 2	9-10p	:30	AFSCME14-01-30H Fooled HD	\$350.00 NM
21	10/22/14	10/22/14	Wed Prime Hour 2	9-10p	--1----	:30	1	\$575.00	NM
Weeks:	<u>Start Date</u> 10/20/14	<u>End Date</u> 10/26/14			<u>MTWTFSS</u> --1----		<u>Spots/Week</u> 1	<u>Rate</u> \$575.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
ISS/AFSCME	AFSCME PEOPLE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																						
21	10/22/14	10/22/14	Wed Prime Hour 2	9-10p	-- 1- - - -	:30	1	\$575.00	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>1</td><td>WECT</td><td>W</td><td>10/22/14</td><td>9:45 PM</td><td>Wed Prime Hour 2</td><td>9-10p</td><td>:30</td><td>AFSCME14-01-30H Fool ed HD</td><td>\$575.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WECT	W	10/22/14	9:45 PM	Wed Prime Hour 2	9-10p	:30	AFSCME14-01-30H Fool ed HD	\$575.00	NM
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																					
1	WECT	W	10/22/14	9:45 PM	Wed Prime Hour 2	9-10p	:30	AFSCME14-01-30H Fool ed HD	\$575.00	NM																					
Total Spots							22																								

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$6,000.00</b>
<u>Agency Commission</u>	<b>\$900.00</b>
<u>Net Amount Due</u>	<b>\$5,100.00</b>

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