



**KOB**  
**4 Broadcast Plaza SW**  
**Albuquerque, NM 87104**  
**Main: (505)243-4411**  
**Billing: (505)764-2510**

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

Billing Address:

**Strategic Media Services**  
**Attention: Accounts Payable**  
**1911 North Ft. Myer Drive Ste. 400**  
**Arlington, VA 22209**

Send Payment To:

**KOB**  
**P O Box 1351**  
**Albuquerque, NM 87103**

DUPLICATE

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
226533-1	09/28/14	September 2014	09/01/14 - 09/16/14

Station	Account Executive	Sales Office	Sales Region
KOB	Brian Smith	HRP - Washington	National

Advertiser	Product	Estimate Number
People For Pearce	PEOPLE FOR PEARCE	

Flight Dates	Order #	Alt Order #
09/10/14 - 09/16/14	226533	07345327

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912521		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/10/14	09/12/14	News 4 Today I 530a-6a	W-F 530a-6a	--W-F--	:30	2	\$200.00	NM
Weeks:	<u>Start Date</u> 09/08/14	<u>End Date</u> 09/14/14	<u>MTWTFSS</u> --W-F--	<u>Spots/Week</u> 2	<u>Rate</u> \$200.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	W	09/10/14	5:52 AM	News 4 Today I 530a-6a	W-F 530a-6a	:30	SPTV091402DMMH	\$200.00	NM
2 All	F	09/12/14	5:43 AM	News 4 Today I 530a-6a	W-F 530a-6a	:30	SPTV091402DMMH	\$200.00	NM
2	09/15/14	09/15/14	News 4 Today I 530a-6a	M-F 530a-6a	1-----	:30	1	\$180.00	NM
Weeks:	<u>Start Date</u> 09/15/14	<u>End Date</u> 09/21/14	<u>MTWTFSS</u> 1-----	<u>Spots/Week</u> 1	<u>Rate</u> \$180.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	M	09/15/14	5:58 AM	News 4 Today I 530a-6a	M-F 530a-6a	:30	SPTV091402DMMH	\$180.00	NM
3	09/11/14	09/11/14	News 4 Today II 6a-7a	W-F 6a-7a	---1---	:30	1	\$430.00	NM
Weeks:	<u>Start Date</u> 09/08/14	<u>End Date</u> 09/14/14	<u>MTWTFSS</u> ---1---	<u>Spots/Week</u> 1	<u>Rate</u> \$430.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	Th	09/11/14	6:44 AM	News 4 Today II 6a-7a	W-F 6a-7a	:30	SPTV091402DMMH	\$430.00	NM
4	09/10/14	09/12/14	M-F Today Show	W-F 7a-9a	--W-F--	:30	2	\$380.00	NM
Weeks:	<u>Start Date</u> 09/08/14	<u>End Date</u> 09/14/14	<u>MTWTFSS</u> --W-F--	<u>Spots/Week</u> 2	<u>Rate</u> \$380.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 All	W	09/10/14	8:48 AM	M-F Today Show	W-F 7a-9a	:30	SPTV091402DMMH	\$380.00	NM
1 All	F	09/12/14	8:52 AM	M-F Today Show	W-F 7a-9a	:30	SPTV091402DMMH	\$380.00	NM
5	09/15/14	09/15/14	M-F Today Show	M-F 7a-9a	1-----	:30	1	\$350.00	NM
Weeks:	<u>Start Date</u> 09/15/14	<u>End Date</u> 09/21/14	<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 All	M	09/15/14	8:39 AM	M-F Today Show	M-F 7a-9a	:30	SPTV091402DMMH	\$350.00	NM
6	09/13/14	09/13/14	Saturday Today	Sa 5a-7a	-----1-	:30	1	\$110.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				



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Invoice #	Invoice Date	Invoice Month	Invoice Period
226533-1	09/28/14	September 2014	09/01/14 - 09/16/14
Advertiser	Product	Estimate Number	
People For Pearce	PEOPLE FOR PEARCE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/13/14	09/13/14	Saturday Today	Sa 5a-7a	-----1-	:30	1	\$110.00	NM
09/08/14 09/14/14 -----1- 1 \$110.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 All Sa 09/13/14 5:28 AM Saturday Today Sa 5a-7a :30 SPTV091402DMMH \$110.00 NM									
7	09/13/14	09/13/14	News 4 Spec Sa 630a (1hr)	Sa 630a-730a	-----1-	:30	1	\$140.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/08/14 09/14/14 -----1- 1 \$140.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 All Sa 09/13/14 6:44 AM News 4 Spec Sa 630a (1hr) Sa 630a-730a :30 SPTV091402DMMH \$140.00 NM									
8	09/14/14	09/14/14	Sunday Today	Su 7a-8a	-----1	:30	1	\$130.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/08/14 09/14/14 -----1 1 \$130.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 All Su 09/14/14 7:45 AM Sunday Today Su 7a-8a :30 SPTV091402DMMH \$130.00 NM									
9	09/14/14	09/14/14	Eye On New Mexico	Su 5a-5p	-----1	:30	1	\$40.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/08/14 09/14/14 -----1 1 \$40.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 All Su 09/14/14 4:09 PM Eye On New Mexico Su 5a-5p :30 SPTV091402DMMH \$40.00 NM									
10	09/10/14	09/12/14	Good Day New Mexico 11M-F	11a-1130a	--WTF--	:30	3	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/08/14 09/14/14 --WTF-- 3 \$115.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 All W 09/10/14 11:15 AM Good Day New Mexico 11a M-F 11a-1130a :30 SPTV091402DMMH \$115.00 NM 2 All Th 09/11/14 11:10 AM Good Day New Mexico 11a M-F 11a-1130a :30 SPTV091402DMMH \$115.00 NM 1 All F 09/12/14 11:05 AM Good Day New Mexico 11a M-F 11a-1130a :30 SPTV091402DMMH \$115.00 NM									
11	09/15/14	09/16/14	Good Day New Mexico 11M-F	11a-1130a	MT-----	:30	2	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/14 09/21/14 MT----- 2 \$115.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 All M 09/15/14 11:30 AM Good Day New Mexico 11a M-F 11a-1130a :30 SPTV091402DMMH \$115.00 NM 1 All Tu 09/16/14 11:05 AM Good Day New Mexico 11a M-F 11a-1130a :30 SPTV091402DMMH \$115.00 NM									
12	09/10/14	09/12/14	News 4 @ Midday M-F	M-F 12noon-1p	--W-F--	:30	2	\$160.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/08/14 09/14/14 --W-F-- 2 \$160.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 All W 09/10/14 12:55 PM News 4 @ Midday M-F M-F 12noon-1p :30 SPTV091402DMMH \$160.00 NM 2 All F 09/12/14 12:56 PM News 4 @ Midday M-F M-F 12noon-1p :30 SPTV091402DMMH \$160.00 NM									
13	09/15/14	09/15/14	News 4 @ Midday M-F	M-F 12noon-1p	1-----	:30	1	\$160.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/14 09/21/14 1----- 1 \$160.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 All M 09/15/14 12:43 PM News 4 @ Midday M-F M-F 12noon-1p :30 SPTV091402DMMH \$160.00 NM									



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Invoice #	Invoice Date	Invoice Month	Invoice Period
226533-1	09/28/14	September 2014	09/01/14 - 09/16/14
Advertiser	Product	Estimate Number	
People For Pearce	PEOPLE FOR PEARCE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	09/10/14	09/12/14	The Insider 3p	M-F 3p-330p	--WTF--	:30	3	\$190.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/08/14	09/14/14	--WTF--	3	\$190.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	W	09/10/14	3:26 PM	The Insider 3p	M-F 3p-330p	:30	SPTV091402DMMH	\$190.00	NM
3 All	Th	09/11/14	3:11 PM	The Insider 3p	M-F 3p-330p	:30	SPTV091402DMMH	\$190.00	NM
2 All	F	09/12/14	3:18 PM	The Insider 3p	M-F 3p-330p	:30	SPTV091402DMMH	\$190.00	NM
15	09/15/14	09/16/14	The Insider 3p	M-F 3p-330p	MT-----	:30	2	\$190.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/15/14	09/21/14	MT-----	2	\$190.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 All	M	09/15/14	3:26 PM	The Insider 3p	M-F 3p-330p	:30	SPTV091402DMMH	\$190.00	NM
1 All	Tu	09/16/14	3:17 PM	The Insider 3p	M-F 3p-330p	:30	SPTV091402DMMH	\$190.00	NM
16	09/11/14	09/11/14	Judy Judy-P/ DR 4p/ 430p	M-F 4p-5p	---1---	:30	1	\$190.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/08/14	09/14/14	---1---	1	\$190.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	Th	09/11/14	4:51 PM	Judy Judy-P/ DR 4p/ 430p	M-F 4p-5p	:30	SPTV091402DMMH	\$190.00	NM
17	09/16/14	09/16/14	Judy Judy-P/ DR 4p/ 430p	M-F 4p-5p	-1-----	:30	1	\$190.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/15/14	09/21/14	-1-----	1	\$190.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	Tu	09/16/14	4:40 PM	Judy Judy-P/ DR 4p/ 430p	M-F 4p-5p	:30	SPTV091402DMMH	\$190.00	NM
18	09/10/14	09/12/14	News 4 @ 6p M-F	W-F 6p-632p	--WTF--	:30	3	\$540.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/08/14	09/14/14	--WTF--	3	\$540.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
3 All	W	09/10/14	6:13 PM	News 4 @ 6p M-F	W-F 6p-632p	:30	SPTV091402DMMH	\$540.00	NM
2 All	Th	09/11/14	6:29 PM	News 4 @ 6p M-F	W-F 6p-632p	:30	SPTV091402DMMH	\$540.00	NM
1 All	F	09/12/14	6:22 PM	News 4 @ 6p M-F	W-F 6p-632p	:30	SPTV091402DMMH	\$540.00	NM
19	09/15/14	09/16/14	News 4 @ 6p M-F	M-F 6p-632p	MT-----	:30	2	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/15/14	09/21/14	MT-----	2	\$500.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 All	M	09/15/14	6:22 PM	News 4 @ 6p M-F	M-F 6p-632p	:30	SPTV091402DMMH	\$500.00	NM
1 All	Tu	09/16/14	6:22 PM	News 4 @ 6p M-F	M-F 6p-632p	:30	SPTV091402DMMH	\$500.00	NM
20	09/10/14	09/12/14	News 4 @ 630p M-F	W-F 630p-7p	--W-F--	:30	2	\$440.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/08/14	09/14/14	--W-F--	2	\$440.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 All	W	09/10/14	6:43 PM	News 4 @ 630p M-F	W-F 630p-7p	:30	SPTV091402DMMH	\$440.00	NM
1 All	F	09/12/14	6:58 PM	News 4 @ 630p M-F	W-F 630p-7p	:30	SPTV091402DMMH	\$440.00	NM
21	09/15/14	09/15/14	News 4 @ 630p M-F	M-F 630p-7p	1-----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/15/14	09/21/14	1-----	1	\$400.00				

We warrant that the actual broadcast information shown on this invoice was taken from the program log.  
 Need a copy of our W-9 Taxpayer ID and Certification Form? Download it from: <http://w9.hbi.com>



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Invoice #	Invoice Date	Invoice Month	Invoice Period
226533-1	09/28/14	September 2014	09/01/14 - 09/16/14
Advertiser	Product	Estimate Number	
People For Pearce	PEOPLE FOR PEARCE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	09/15/14	09/15/14	News 4 @ 630p M-F	M-F 630p-7p	1-----	:30	1	\$400.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 All M 09/15/14 6:52 PM News 4 @ 630p M-F M-F 630p-7p :30 SPTV091402DMMH \$400.00 NM									
22	09/10/14	09/12/14	News 4 @ 10p M-F	W-F 10p-1035p	--W-F--	:30	2	\$575.00	NM
Weeks: Start Date 09/08/14 End Date 09/14/14 MTWTFSS --W-F-- Spots/Week 2 Rate \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 All W 09/10/14 10:51 PM News 4 @ 10p M-F W-F 10p-1035p :30 SPTV091402DMMH \$575.00 NM									
1 All F 09/12/14 10:31 PM News 4 @ 10p M-F W-F 10p-1035p :30 SPTV091402DMMH \$575.00 NM									
23	09/15/14	09/15/14	News 4 @ 10p M-F	M-F 10p-1035p	1-----	:30	1	\$525.00	NM
Weeks: Start Date 09/15/14 End Date 09/21/14 MTWTFSS 1----- Spots/Week 1 Rate \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 All M 09/15/14 10:23 PM News 4 @ 10p M-F M-F 10p-1035p :30 SPTV091402DMMH \$525.00 NM									
24	09/10/14	09/12/14	The Tonight Show	M-Th 1035p-1135p/	--WTF--	:30	3	\$230.00	NM
Weeks: Start Date 09/08/14 End Date 09/14/14 MTWTFSS --WTF-- Spots/Week 3 Rate \$230.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 All W 09/10/14 11:34 PM The Tonight Show M-Th 1035p-1135p/ :30 SPTV091402DMMH \$230.00 NM									
2 All Th 09/11/14 11:35 PM The Tonight Show M-Th 1035p-1135p/ :30 SPTV091402DMMH \$230.00 NM									
3 All F 09/12/14 11:36 PM The Tonight Show M-Th 1035p-1135p/ :30 SPTV091402DMMH \$230.00 NM									
25	09/15/14	09/16/14	The Tonight Show	M-Th 1035p-1135p/	MT-----	:30	2	\$230.00	NM
Weeks: Start Date 09/15/14 End Date 09/21/14 MTWTFSS MT----- Spots/Week 2 Rate \$230.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 All M 09/15/14 11:02 PM The Tonight Show M-Th 1035p-1135p/ :30 SPTV091402DMMH \$230.00 NM									
1 All Tu 09/16/14 10:49 PM The Tonight Show M-Th 1035p-1135p/ :30 SPTV091402DMMH \$230.00 NM									
26	09/12/14	09/12/14	Friday Prime A	F 7p-8p	----1--	:30	1	\$1,100.00	NM
Weeks: Start Date 09/08/14 End Date 09/14/14 MTWTFSS ----1-- Spots/Week 1 Rate \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 All F 09/12/14 7:44 PM Friday Prime A F 7p-8p :30 SPTV091402DMMH \$1,100.00 NM									
27	09/16/14	09/16/14	News 4 Today II 6a-7a	M-F 6a-7a	-1-----	:30	1	\$350.00	NM
Weeks: Start Date 09/15/14 End Date 09/21/14 MTWTFSS -1----- Spots/Week 1 Rate \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 All Tu 09/16/14 6:13 AM News 4 Today II 6a-7a M-F 6a-7a :30 SPTV091402DMMH \$350.00 NM									
28	09/12/14	09/12/14	Friday Prime A	F 7p-8p	----F--	:30	1	\$800.00	NM
Weeks: Start Date 09/08/14 End Date 09/14/14 MTWTFSS ----F-- Spots/Week 1 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 All F 09/12/14 7:22 PM Friday Prime A F 7p-8p :30 SPTV091402DMMH \$800.00 NM									



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Advertiser	Product	Estimate Number	
People For Pearce	PEOPLE FOR PEARCE		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
29	09/12/14	09/12/14	Friday Prime 2hr 8p-10p	F 8p-10p	----F--	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/08/14	09/14/14	----F--	1	\$800.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	F	09/12/14	9:23 PM	Friday Prime 2hr 8p-10p	F 8p-10p	:30	SPTV091402DMMH	\$800.00	NM
30	09/16/14	09/16/14	News 4 @ 630p M-F	M-F 630p-7p	-1-----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/15/14	09/21/14	-1-----	1	\$400.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 All	Tu	09/16/14	6:51 PM	News 4 @ 630p M-F	M-F 630p-7p	:30	SPTV091402DMMH	\$400.00	NM
<u>Total Spots</u>							<b>47</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$15,100.00</b>
<u>Agency Commission</u>	<b>\$2,265.00</b>
<u>Net Amount Due</u>	<b>\$12,835.00</b>
<b>ABQ 7.0%</b>	<b>\$898.45</b>
<u>Amount Due</u>	<b>\$13,733.45</b>