

# INVOICE



**WDAM**  
**2362 Highway 11 North**  
**Moselle, MS 39459**  
**Main: (601) 544-4730**  
**Billing: (601) 450-8334**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1351415-2	08/30/15	August 2015	07/27/15 - 07/28/15

Station	Account Executive	Sales Office	Sales Region
WDAM	Ryan Gordon	HRP-Washington	National

Advertiser	Product	Estimate Number
POL/Pickering/R/State Audi	PICKERING 4 ST AUDIT	2278

Billing Address:

**Mentzer Media Services**  
**Attention: Accounts Payable**  
**600 Farimount Avenue**  
**Suite 306**  
**Towson, MD 21286**

Flight Dates	Order #	Alt Order #
07/22/15 - 07/28/15	1351415	07847833

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Cash In Advance

Send Payment To:

**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

IDB #	Advertiser Code	Product Code
1021	222	241

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate		Type																																												
6	07/27/15	07/27/15	Midday	12p-1230p	1-----	:30	1	\$75.00		NM																																												
<table border="0"> <tr> <td><b>Weeks:</b></td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>07/27/15</td> <td>08/02/15</td> <td>1-----</td> <td>1</td> <td>\$75.00</td> <td colspan="5"></td> </tr> <tr> <td><b>Spots: #</b></td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WDAM</td> <td>M</td> <td>07/27/15</td> <td>12:10 PM</td> <td>Midday</td> <td>12p-1230p</td> <td>:30</td> <td>CPSAT02H</td> <td>\$75.00</td> <td>NM</td> </tr> </table>											<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							07/27/15	08/02/15	1-----	1	\$75.00						<b>Spots: #</b>	<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	WDAM	M	07/27/15	12:10 PM	Midday	12p-1230p	:30	CPSAT02H	\$75.00	NM
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																	
	07/27/15	08/02/15	1-----	1	\$75.00																																																	
<b>Spots: #</b>	<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	WDAM	M	07/27/15	12:10 PM	Midday	12p-1230p	:30	CPSAT02H	\$75.00	NM																																												
7	07/27/15	07/27/15	News at 6a	6a-7a	1-----	:30	1	\$115.00		NM																																												
<table border="0"> <tr> <td><b>Weeks:</b></td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>07/27/15</td> <td>08/02/15</td> <td>1-----</td> <td>1</td> <td>\$115.00</td> <td colspan="5"></td> </tr> <tr> <td><b>Spots: #</b></td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WDAM</td> <td>M</td> <td>07/27/15</td> <td>6:24 AM</td> <td>News at 6a</td> <td>6a-7a</td> <td>:30</td> <td>CPSAT02H</td> <td>\$115.00</td> <td>NM</td> </tr> </table>											<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							07/27/15	08/02/15	1-----	1	\$115.00						<b>Spots: #</b>	<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	WDAM	M	07/27/15	6:24 AM	News at 6a	6a-7a	:30	CPSAT02H	\$115.00	NM
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																	
	07/27/15	08/02/15	1-----	1	\$115.00																																																	
<b>Spots: #</b>	<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	WDAM	M	07/27/15	6:24 AM	News at 6a	6a-7a	:30	CPSAT02H	\$115.00	NM																																												
8	07/27/15	07/27/15	NBC Today Show	7a-9a	1-----	:30	1	\$85.00		NM																																												
<table border="0"> <tr> <td><b>Weeks:</b></td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>07/27/15</td> <td>08/02/15</td> <td>1-----</td> <td>1</td> <td>\$85.00</td> <td colspan="5"></td> </tr> <tr> <td><b>Spots: #</b></td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WDAM</td> <td>M</td> <td>07/27/15</td> <td>8:44 AM</td> <td>NBC Today Show</td> <td>7a-9a</td> <td>:30</td> <td>CPSAT02H</td> <td>\$85.00</td> <td>NM</td> </tr> </table>											<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							07/27/15	08/02/15	1-----	1	\$85.00						<b>Spots: #</b>	<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	WDAM	M	07/27/15	8:44 AM	NBC Today Show	7a-9a	:30	CPSAT02H	\$85.00	NM
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																	
	07/27/15	08/02/15	1-----	1	\$85.00																																																	
<b>Spots: #</b>	<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	WDAM	M	07/27/15	8:44 AM	NBC Today Show	7a-9a	:30	CPSAT02H	\$85.00	NM																																												
9	07/27/15	07/27/15	Mon Prime 1	658p-10p	1-----	:30	1	\$150.00		NM																																												
<table border="0"> <tr> <td><b>Weeks:</b></td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>07/27/15</td> <td>08/02/15</td> <td>1-----</td> <td>1</td> <td>\$150.00</td> <td colspan="5"></td> </tr> <tr> <td><b>Spots: #</b></td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WDAM</td> <td>M</td> <td>07/27/15</td> <td>8:40 PM</td> <td>Mon Prime 1</td> <td>658p-10p</td> <td>:30</td> <td>CPSAT02H</td> <td>\$150.00</td> <td>NM</td> </tr> </table>											<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							07/27/15	08/02/15	1-----	1	\$150.00						<b>Spots: #</b>	<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	WDAM	M	07/27/15	8:40 PM	Mon Prime 1	658p-10p	:30	CPSAT02H	\$150.00	NM
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																	
	07/27/15	08/02/15	1-----	1	\$150.00																																																	
<b>Spots: #</b>	<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	WDAM	M	07/27/15	8:40 PM	Mon Prime 1	658p-10p	:30	CPSAT02H	\$150.00	NM																																												
22	07/28/15	07/28/15	Nightbeat	10p-1035p	-1-----	:30	1	\$325.00		NM																																												
<table border="0"> <tr> <td><b>Weeks:</b></td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>07/27/15</td> <td>08/02/15</td> <td>-1-----</td> <td>1</td> <td>\$325.00</td> <td colspan="5"></td> </tr> <tr> <td><b>Spots: #</b></td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WDAM</td> <td>Tu</td> <td>07/28/15</td> <td>10:11 PM</td> <td>Nightbeat</td> <td>10p-1035p</td> <td>:30</td> <td>CPSAT02H</td> <td>\$325.00</td> <td>NM</td> </tr> </table>											<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							07/27/15	08/02/15	-1-----	1	\$325.00						<b>Spots: #</b>	<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	WDAM	Tu	07/28/15	10:11 PM	Nightbeat	10p-1035p	:30	CPSAT02H	\$325.00	NM
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																	
	07/27/15	08/02/15	-1-----	1	\$325.00																																																	
<b>Spots: #</b>	<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	WDAM	Tu	07/28/15	10:11 PM	Nightbeat	10p-1035p	:30	CPSAT02H	\$325.00	NM																																												
23	07/28/15	07/28/15	News 7 at Six	6p-630p		:30	1	\$375.00		NM																																												

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

# INVOICE



Send Payment To:

**WDAM**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

<u>Invoice #</u> 1351415-2	<u>Invoice Date</u> 08/30/15	<u>Invoice Month</u> August 2015	<u>Invoice Period</u> 07/27/15 - 07/28/15
<u>Advertiser</u> POL/Pickering/R/State Aud		<u>Product</u> PICKERING 4 ST AUDIT	<u>Estimate Number</u> 2278

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Type		
-1-----										
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	07/27/15	08/02/15	-1-----	1	\$375.00					
<b>Spots: #</b>	<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	WDAM	Tu	07/28/15	6:21 PM	News 7 at Six	6p-630p	:30	CPSAT02H	\$375.00	NM
24	07/28/15	07/28/15	Wheel of Fortune	630p-7p	-1-----	:30	1	\$250.00	NM	
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	07/27/15	08/02/15	-1-----	1	\$250.00					
<b>Spots: #</b>	<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	WDAM	Tu	07/28/15	6:44 PM	Wheel of Fortune	630p-7p	:30	CPSAT02H	\$250.00	NM
25	07/28/15	07/28/15	Tue Prime 1	658p-10p	-1-----	:30	1	\$300.00	NM	
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	07/27/15	08/02/15	-1-----	1	\$300.00					
<b>Spots: #</b>	<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	WDAM	Tu	07/28/15	8:19 PM	Tue Prime 1	658p-10p	:30	CPSAT02H	\$300.00	NM
26	07/28/15	07/28/15	Tue 9p-10p	9p-10p	-1-----	:30	1	\$200.00	NM	
<b>Weeks:</b>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	07/27/15	08/02/15	-1-----	1	\$200.00					
<b>Spots: #</b>	<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	WDAM	Tu	07/28/15	9:13 PM	Tue 9p-10p	9p-10p	:30	CPSAT02H	\$200.00	NM
<b>Total Spots</b>							<b>9</b>			

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$1,875.00</b>
<u>Agency Commission</u>	<b>\$281.25</b>
<u>Net Amount Due</u>	<b>\$1,593.75</b>

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.