

# INVOICE



**WUPL**  
**1024 N. Rampart St.**  
**New Orleans, LA 70116**  
**Main: (504)529-4444**  
**Billing:**

Property	WUPL		
Invoice #	2847028-1	Order #	2847028
Invoice Date	01/28/24	Alt Order #	WOC14466914
Invoice Month	January 2024	Deal #	
Invoice Period	01/01/24 - 01/28/24	Flight Dates	01/22/24 - 02/04/24
Advertiser	ISS/ Meta Platforms, Inc dba Facebook		
Product	YWB		
Estimate #	2		
Account Executive	Heath Bogart		
Sales Office	TEGNA Sales Detroit		
Sales Region	National		
Agency Code	9923743		
Advertiser Code	META		
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	73539AG		
Advertiser Ref	M224642		
Product 1	YWB		
Product 2			

Billing Address:

**BullyPulpit Interactive/ POL**  
**Attention: Accounts Payable**  
**1445 New York Ave. NW Floor5**  
**Washington, DC 20005**

Send Payment To:

**WUPL**  
**WUPL**  
**P.O. Box 637386**  
**Cincinnati, OH 45263-7386**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	01/22/24	02/02/24	7:00 AM-8:00 AM	7:00 AM-8:00 AM	MTWTF--	:30	3	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/22/24 01/28/24 MTWTF-- 3 \$60.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WUPL M 01/22/24 7:00 AM-8:00 AM 7:00 AM-8:00 AM :00 <del>\$60.00</del> NM See MG 1.7 1 WUPL Tu 01/23/24 7:23 AM 7:00 AM-8:00 AM 7:00 AM-8:00 AM :30 FCIN3217000H \$60.00 NM 3 WUPL W 01/24/24 7:13 AM 7:00 AM-8:00 AM 7:00 AM-8:00 AM :30 FCIN3217000H \$60.00 NM									
2	01/22/24	02/02/24	8:00 AM-9:00 AM	8:00 AM-9:00 AM	MTWTF--	:30	3	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/22/24 01/28/24 MTWTF-- 3 \$60.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WUPL M 01/22/24 8:00 AM-9:00 AM 8:00 AM-9:00 AM :00 <del>\$60.00</del> NM See MG 2.7 3 WUPL W 01/24/24 8:22 AM 8:00 AM-9:00 AM 8:00 AM-9:00 AM :30 FCIN3217000H \$60.00 NM 1 WUPL Th 01/25/24 8:24 AM 8:00 AM-9:00 AM 8:00 AM-9:00 AM :30 FCIN3217000H \$60.00 NM									
3	01/22/24	02/02/24	Local News @ 630p M-F	6:30 PM-7:00 PM	MTWTF--	:30	3	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/22/24 01/28/24 MTWTF-- 3 \$30.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WUPL M 01/22/24 6:58 PM Local News @ 630p M-F 6:30 PM-7:00 PM :30 FCIN3217000H \$30.00 NM 1 WUPL Tu 01/23/24 6:56 PM Local News @ 630p M-F 6:30 PM-7:00 PM :30 FCIN3217000H \$30.00 NM 3 WUPL W 01/24/24 6:40 PM Local News @ 630p M-F 6:30 PM-7:00 PM :30 FCIN3217000H \$30.00 NM									

Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premion.com/advertising-terms-and-conditions/>.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

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Invoice Date	01/28/24	Invoice Period	01/01/24 - 01/28/24
Advertiser	ISS/ Meta Platforms, Inc dba Facebook		
Product	YWB		
Estimate #	2		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<u>Total Spots</u>							<b>7</b>		

**Include Invoice # on Check - Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$330.00</b>
<u>Agency Commission</u>	<b>\$49.50</b>
<u>Net Amount Due</u>	<b>\$280.50</b>

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