



WTOL-TV Toledo
730 North Summit
Toledo, OH 43604
Main: (419) 248-1111
Billing: (216) 367-7106

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
1209043-1	10/26/14	October 2014	10/20/14 - 10/26/14

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>	<u>Sales Region</u>
WTOL	Matthew Norten	HRP-Washington	National

Billing Address:

Shorr Johnson Magnus.
Attention: Accounts Payable
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

Send Payment To:

WTOL-TV Toledo
Attn: Lockbox # 1350
P. O. Box 11407
Birmingham, AL 35246-1350

<u>Flight Dates</u>	<u>Order #</u>	<u>Alt Order #</u>
10/21/14 - 10/27/14	1209043	07456136

<u>Billing Calendar</u>	<u>Billing Type</u>	<u>Deal #</u>
Broadcast	Cash	

Special Handling
Cash In Advance

<u>IDB #</u>	<u>Advertiser Code</u>	<u>Product Code</u>

<u>Agency Ref</u>	<u>Advertiser Ref</u>

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/21/14	10/24/14	CBS This Morning	7-9am	- TWTF - -	:30	4	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - TWTF - - 4 \$150.00									
<u>Spots: # 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>									
2 WTOL Tu 10/21/14 CBS This Morning 7-9am :00 \$150.00 NM <i>Credited</i>									
3 WTOL W 10/22/14 8:52 AM CBS This Morning 7-9am :30 CP-TV14- 03H \$150.00 NM									
1 WTOL Th 10/23/14 8:28 AM CBS This Morning 7-9am :30 CP-TV14- 04H \$150.00 NM									
4 WTOL F 10/24/14 8:59 AM CBS This Morning 7-9am :30 CP-TV14- 04H \$150.00 NM									
3	10/21/14	10/24/14	YOUR MORNING 6:00 AM	558-7am	- TWTF - -	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - TWTF - - 4 \$250.00									
<u>Spots: # 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>									
3 WTOL Tu 10/21/14 YOUR MORNING 6:00 AM 558-7am :00 \$250.00 NM <i>See MG 3.5</i>									
2 WTOL W 10/22/14 6:20 AM YOUR MORNING 6:00 AM 558-7am :30 CP-TV14- 03H \$250.00 NM									
1 WTOL Th 10/23/14 6:16 AM YOUR MORNING 6:00 AM 558-7am :30 CP-TV14- 04H \$250.00 NM									
4 WTOL F 10/24/14 6:18 AM YOUR MORNING 6:00 AM 558-7am :30 CP-TV14- 04H \$250.00 NM									
5 WTOL F 10/24/14 6:39 AM YOUR MORNING 6:00 AM 558-7am :30 CP-TV14- 04H \$250.00 NM <i>MG for 3.3 10/21</i>									
7	10/21/14	10/24/14	DR. PHIL	3:58-5p	- TWTF - -	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - TWTF - - 4 \$250.00									
<u>Spots: # 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 WTOL Tu 10/21/14 DR. PHIL 3:58-5p :00 \$250.00 NM <i>See MG 7.5</i>									
3 WTOL W 10/22/14 4:39 PM DR. PHIL 3:58-5p :30 CP-TV14- 03H \$250.00 NM									
5 WTOL Th 10/23/14 4:17 PM DR. PHIL 3:58-5p :30 CP-TV14- 04H \$250.00 NM <i>MG for 7.1 10/21</i>									
2 WTOL Th 10/23/14 4:51 PM DR. PHIL 3:58-5p :30 CP-TV14- 04H \$250.00 NM									
4 WTOL F 10/24/14 4:13 PM DR. PHIL 3:58-5p :30 CP-TV14- 04H \$250.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
1209043-1	10/26/14	October 2014	10/20/14 - 10/26/14
Advertiser	Product	Estimate Number	
POL/Pillich, Connie/D/Ohio	PILlich 4 TREASURER		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	10/21/14	10/24/14	News 11 @ 6 PM	557-630p	- TWTF - -	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - TWTF - - 4 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL Tu 10/21/14 News 11 @ 6 PM 557-630p :00 \$450.00 NM Credited									
3 WTOL W 10/22/14 6:15 PM News 11 @ 6 PM 557-630p :30 CP-TV14-03H \$450.00 NM									
4 WTOL Th 10/23/14 6:18 PM News 11 @ 6 PM 557-630p :30 CP-TV14-04H \$450.00 NM									
2 WTOL F 10/24/14 6:10 PM News 11 @ 6 PM 557-630p :30 CP-TV14-04H \$450.00 NM									
12	10/22/14	10/24/14	News 11 @ 5 PM	NEWS 5-6pm	- - W- F - -	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - W- F - - 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WTOL W 10/22/14 5:55 PM News 11 @ 5 PM NEWS 5-6pm :30 CP-TV14-03H \$350.00 NM 1 WTOL F 10/24/14 5:25 PM News 11 @ 5 PM NEWS 5-6pm :30 CP-TV14-04H \$350.00 NM									
13	10/21/14	10/24/14	7-730pm M-F	M-F 658-730pm	- TW- F - -	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - TW- F - - 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WTOL Tu 10/21/14 7-730pm M-F M-F 658-730pm :00 \$600.00 NM See MG 13.4									
3 WTOL W 10/22/14 7:13 PM 7-730pm M-F M-F 658-730pm :30 CP-TV14-03H \$600.00 NM									
4 WTOL Th 10/23/14 8:19 PM NFL Tonight NFL Tonight :30 CP-TV14-04H \$600.00 NM									
MG for 13.2 10/21									
1 WTOL F 10/24/14 7:17 PM 7-730pm M-F M-F 658-730pm :30 CP-TV14-04H \$600.00 NM									
15	10/21/14	10/24/14	730-8pm M-F	M-F 730-8pm	- TW- F - -	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - TW- F - - 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL Tu 10/21/14 730-8pm M-F M-F 730-8pm :00 \$600.00 NM See MG 15.5									
2 WTOL W 10/22/14 7:54 PM 730-8pm M-F M-F 730-8pm :30 CP-TV14-03H \$600.00 NM									
5 WTOL Th 10/23/14 11:38 PM Football Various :30 CP-TV14-04H \$600.00 NM									
MG for 15.1 10/21									
4 WTOL F 10/24/14 7:42 PM 730-8pm M-F M-F 730-8pm :30 CP-TV14-04H \$600.00 NM									
17	10/26/14	10/26/14	60 MINUTES	Sunday Prime	- - - - - 1	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - - - - 1 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL Su 10/26/14 8:58 PM 60 MINUTES Sunday Prime :30 CP-TV14-04H \$1,000.00 NM									
18	10/21/14	10/21/14	PERSON OF INTEREST	Tuesday Prime	- 1 - - - -	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - 1 - - - - 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL Tu 10/21/14 PERSON OF INTEREST Tuesday Prime :00 \$1,500.00 NM Credited									

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Birmingham, AL 35246-1350

Invoice #	Invoice Date	Invoice Month	Invoice Period
1209043-1	10/26/14	October 2014	10/20/14 - 10/26/14
Advertiser	Product	Estimate Number	
POL/Pillich, Connie/D/Ohio	PILLICH 4 TREASURER		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/21/14	10/21/14	PERSON OF INTEREST	Tuesday Prime	- 1 - - - - -	:30	1	\$1,500.00	NM
19	10/22/14	10/22/14	STALKER	Wednesday Prime	- - 1 - - - -	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - 1 - - - - 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL W 10/22/14 10:50 PM STALKER Wednesday Prime :30 CP- TV14- 03H \$1,500.00 NM									
20	10/26/14	10/26/14	THE GOOD WIFE	Sunday Prime	- - - - - 1	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - - - - 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL Su 10/26/14 10:51 PM THE GOOD WIFE Sunday Prime :30 CP- TV14- 04H \$1,500.00 NM									
21	10/21/14	10/24/14	11pm News M-F	1057-1135pm	- TWTF - -	:30	4	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - TWTF - - 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL Tu 10/21/14 11pm News M-F 1057-1135pm :00 \$600.00 NM See MG 21.5									
3 WTOL W 10/22/14 11:29 PM 11pm News M-F 1057-1135pm :30 CP- TV14- 03H \$600.00 NM									
2 WTOL Th 10/23/14 11pm News M-F 1057-1135pm :00 \$600.00 NM Credited									
4 WTOL F 10/24/14 11:34 PM 11pm News M-F 1057-1135pm :30 CP- TV14- 04H \$600.00 NM									
5 WTOL Su 10/26/14 7:59 PM Football Various :30 CP- TV14- 04H \$600.00 NM MG for 21.1 10/21									
25	10/22/14	10/24/14	DR. PHIL	3:58-5p	- - WTF - -	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - WTF - - 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL W 10/22/14 4:46 PM DR. PHIL 3:58-5p :30 CP- TV14- 03H \$250.00 NM 2 WTOL F 10/24/14 4:54 PM DR. PHIL 3:58-5p :30 CP- TV14- 04H \$250.00 NM									
30	10/22/14	10/24/14	News 11 @ 9AM Your D:	858-10am	- - WTF - -	:30	2	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - WTF - - 2 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL W 10/22/14 9:18 AM News 11 @ 9AM Your Day 858-10am :30 CP- TV14- 03H \$50.00 NM 2 WTOL F 10/24/14 9:59 AM News 11 @ 9AM Your Day 858-10am :30 CP- TV14- 04H \$50.00 NM									
32	10/26/14	10/26/14	CBS Sunday Morning	9-10:30am	- - - - - S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - - - - S 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTOL Su 10/26/14 9:08 AM CBS Sunday Morning 9-10:30am :30 CP- TV14- 04H \$200.00 NM									
33	10/26/14	10/26/14	FACE THE NATION	10:30-11:30am	- - - - - S	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/20/14 10/26/14 - - - - - S 1 \$100.00									

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<u>Advertiser</u> POL/Pillich, Connie/D/Ohio	<u>Product</u> PILLICH 4 TREASURER	<u>Estimate Number</u>	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																													
33	10/26/14	10/26/14	FACE THE NATION	10:30-11:30am	-----S	:30	1	\$100.00	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>WTOL</td><td>Su</td><td>10/26/14</td><td>11:24 AM</td><td>FACE THE NATION</td><td>10:30-11:30am</td><td>:30</td><td>CP- TV14- 04H</td><td>\$100.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WTOL	Su	10/26/14	11:24 AM	FACE THE NATION	10:30-11:30am	:30	CP- TV14- 04H	\$100.00	NM																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
1	WTOL	Su	10/26/14	11:24 AM	FACE THE NATION	10:30-11:30am	:30	CP- TV14- 04H	\$100.00	NM																																												
34	10/25/14	10/25/14	AM SATURDAY	8-10am	-----S-	:30	2	\$100.00	NM																																													
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/20/14</td><td>10/26/14</td><td>-----S-</td><td>2</td><td>\$100.00</td></tr></table> <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>2</td><td>WTOL</td><td>Sa</td><td>10/25/14</td><td>8:30 AM</td><td>AM SATURDAY</td><td>8-10am</td><td>:30</td><td>CP- TV14- 04H</td><td>\$100.00</td><td>NM</td></tr><tr><td>1</td><td>WTOL</td><td>Sa</td><td>10/25/14</td><td>9:16 AM</td><td>AM SATURDAY</td><td>8-10am</td><td>:30</td><td>CP- TV14- 04H</td><td>\$100.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/20/14	10/26/14	-----S-	2	\$100.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WTOL	Sa	10/25/14	8:30 AM	AM SATURDAY	8-10am	:30	CP- TV14- 04H	\$100.00	NM	1	WTOL	Sa	10/25/14	9:16 AM	AM SATURDAY	8-10am	:30	CP- TV14- 04H	\$100.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																	
	10/20/14	10/26/14	-----S-	2	\$100.00																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
2	WTOL	Sa	10/25/14	8:30 AM	AM SATURDAY	8-10am	:30	CP- TV14- 04H	\$100.00	NM																																												
1	WTOL	Sa	10/25/14	9:16 AM	AM SATURDAY	8-10am	:30	CP- TV14- 04H	\$100.00	NM																																												
37	10/25/14	10/25/14	NEWS 11 @ 11P WEEK-11057-1135pm		-----S-	:30	1	\$600.00	NM																																													
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																	
	10/20/14	10/26/14	-----S-	1	\$600.00																																																	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
1	WTOL	Sa	10/25/14	11:29 PM	NEWS 11 @ 11P WEEK-ENDS	1057-1135pm	:30	CP- TV14- 04H	\$600.00	NM																																												
Total Spots							37																																															

Payment Terms 30 Days

<u>Gross Total</u>	\$15,600.00
<u>Agency Commission</u>	\$2,340.00
<u>Net Amount Due</u>	\$13,260.00

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