INVOICE

DUPLICATE

WTOL 11
Toledo's News Leader

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

Invoice #	Invoice Date	Invoice Month	Invoice Period
1203175-1	**10/19/14**	**October 2014**	**10/06/14 - 10/12/14**

Station	Account Executive	Sales Office	Sales Region
WTOL	Matthew Norten	HRP-Washington	National

Advertiser	Product	Estimate Number
POL/Pillich, Connie/D/Ohio	**PILLICH 4 TREASURER**	

Billing Address:

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

Flight Dates	Order #	Alt Order #
10/07/14 - 10/13/14	1203175	07428448

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Cash In Advance

IDB #	Advertiser Code	Product Code

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

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/07/14	10/10/14	CBS This Morning	7-9am	- TWTF- -	:30	4	$150.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- TWTF- -	4	$150.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WTOL	W	10/08/14	7:58 AM	CBS This Morning	7-9am	:30	CP-TV14-01H	$150.00	NM
1	WTOL	Th	10/09/14	7:59 AM	CBS This Morning	7-9am	:30	CP-TV14-03H	$150.00	NM
2	WTOL	Th	10/09/14	8:55 AM	CBS This Morning	7-9am	:30	CP-TV14-03H	$150.00	NM
3	WTOL	F	10/10/14	8:29 AM	CBS This Morning	7-9am	:30	CP-TV14-03H	$150.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
3	10/07/14	10/10/14	YOUR MORNING 6:00 AM	558-7am	- TWTF- -	:30	4	$250.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- TWTF- -	4	$250.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WTOL	W	10/08/14	6:07 AM	YOUR MORNING 6:00 AM	558-7am	:30	CP-TV14-01H	$250.00	NM
1	WTOL	W	10/08/14	6:59 AM	YOUR MORNING 6:00 AM	558-7am	:30	CP-TV14-01H	$250.00	NM
4	WTOL	Th	10/09/14	6:21 AM	YOUR MORNING 6:00 AM	558-7am	:30	CP-TV14-03H	$250.00	NM
3	WTOL	F	10/10/14	6:55 AM	YOUR MORNING 6:00 AM	558-7am	:30	CP-TV14-03H	$250.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	10/09/14	10/10/14	NEWS 11 @ NOON	1158am-1230pm	- - - TF- -	:30	2	$250.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- - - TF- -	2	$250.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WTOL	Th	10/09/14	12:18 PM	NEWS 11 @ NOON	1158am-1230pm	:30	CP-TV14-03H	$250.00	NM
2	WTOL	F	10/10/14	12:11 PM	NEWS 11 @ NOON	1158am-1230pm	:30	CP-TV14-03H	$250.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
7	10/07/14	10/10/14	Price Is Right	Price Is Right	- TWTF- -	:30	4	$250.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- TWTF- -	4	$250.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WTOL	W	10/08/14	10:59 AM	Price Is Right	Price Is Right	:30	CP-TV14-01H	$250.00	NM
1	WTOL	Th	10/09/14	10:59 AM	Price Is Right	Price Is Right	:30	CP-TV14-03H	$250.00	NM
3	WTOL	Th	10/09/14	11:29 AM	Price Is Right	Price Is Right	:30	CP-TV14-03H	$250.00	NM
2	WTOL	F	10/10/14	11:30 AM	Price Is Right	Price Is Right	:30	CP-TV14-03H	$250.00	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.

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.

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1203175-1	**10/19/14**	**October 2014**	**10/06/14 - 10/12/14**

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
7	10/07/14	10/10/14	Price Is Right	Price Is Right	- TWTF- -	:30	4	$250.00	NM
9	10/07/14	10/10/14	DR. PHIL	3:58-5p	- TWTF- -	:30	4	$250.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- TWTF- -	4	$250.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WTOL	W	10/08/14	4:10 PM	DR. PHIL	3:58-5p	:30	CP-TV14-01H	$250.00	NM
2	WTOL	Th	10/09/14	4:19 PM	DR. PHIL	3:58-5p	:30	CP-TV14-03H	$250.00	NM
1	WTOL	F	10/10/14	4:10 PM	DR. PHIL	3:58-5p	:30	CP-TV14-03H	$250.00	NM
3	WTOL	F	10/10/14	4:53 PM	DR. PHIL	3:58-5p	:30	CP-TV14-03H	$250.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
11	10/07/14	10/10/14	News 11 @ 6 PM	557-630p	- TWTF- -	:30	4	$450.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- TWTF- -	4	$450.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
3	WTOL	W	10/08/14	5:59 PM	News 11 @ 6 PM	557-630p	:30	CP-TV14-01H	$450.00	NM
2	WTOL	W	10/08/14	6:29 PM	News 11 @ 6 PM	557-630p	:30	CP-TV14-01H	$450.00	NM
4	WTOL	Th	10/09/14	6:19 PM	News 11 @ 6 PM	557-630p	:30	CP-TV14-03H	$450.00	NM
1	WTOL	F	10/10/14	6:10 PM	News 11 @ 6 PM	557-630p	:30	CP-TV14-03H	$450.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
13	10/07/14	10/10/14	News 11 @ 5 PM	NEWS 5-6pm	- T- TF- -	:30	3	$350.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- T- TF- -	3	$350.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WTOL	Tu	10/07/14		News 11 @ 5 PM	NEWS 5-6pm	:00		$350.00	NM
			Credited							
3	WTOL	Th	10/09/14	5:54 PM	News 11 @ 5 PM	NEWS 5-6pm	:30	CP-TV14-03H	$350.00	NM
1	WTOL	F	10/10/14	5:40 PM	News 11 @ 5 PM	NEWS 5-6pm	:30	CP-TV14-03H	$350.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
15	10/07/14	10/10/14	7-730pm M-F	M-F 658-730pm	- TWTF- -	:30	4	$600.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- TWTF- -	4	$600.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WTOL	W	10/08/14	7:11 PM	7-730pm M-F	M-F 658-730pm	:30	CP-TV14-01H	$600.00	NM
4	WTOL	Th	10/09/14		7-730pm M-F	M-F 658-730pm	:00		$600.00	NM
			See MG 15.5							
5	WTOL	Th	10/09/14	7:24 PM	Jeopardy 7pm	Thursday 7-7:30pm	:30	CP-TV14-03H	$600.00	NM
			MG for 15.4 10/09							
3	WTOL	F	10/10/14	6:59 PM	7-730pm M-F	M-F 658-730pm	:30	CP-TV14-03H	$600.00	NM
1	WTOL	F	10/10/14	7:19 PM	7-730pm M-F	M-F 658-730pm	:30	CP-TV14-03H	$600.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
17	10/07/14	10/10/14	730-8pm M-F	M-F 730-8pm	- TWTF- -	:30	4	$600.00	NM

Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
	10/06/14	10/12/14	- TWTF- -	4	$600.00

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WTOL	W	10/08/14	7:28 PM	730-8pm M-F	M-F 730-8pm	:30	CP-TV14-01H	$600.00	NM
1	WTOL	W	10/08/14	7:42 PM	730-8pm M-F	M-F 730-8pm	:30	CP-TV14-01H	$600.00	NM
3	WTOL	Th	10/09/14		730-8pm M-F	M-F 730-8pm	:00		$600.00	NM
			See MG 17.5							
2	WTOL	F	10/10/14	7:43 PM	730-8pm M-F	M-F 730-8pm	:30	CP-TV14-03H	$600.00	NM

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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
19	10/12/14	10/12/14	60 MINUTES	Sunday Prime	- - - - - - 1	:30	1	$1,000.00	NM

	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
		10/06/14	10/12/14	- - - - - - 1	1	$1,000.00

Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WTOL	Su	10/12/14	7:57 PM	60 MINUTES	Sunday Prime	:30	CP-TV14-03H	$1,000.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	10/12/14	10/12/14	THE GOOD WIFE	Sunday Prime	- - - - - - 1	:30	1	$1,500.00	NM

	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
		10/06/14	10/12/14	- - - - - - 1	1	$1,500.00

Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WTOL	Su	10/12/14	9:41 PM	THE GOOD WIFE	Sunday Prime	:30	CP-TV14-03H	$1,500.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/07/14	10/10/14	11pm News M-F	1057-1135pm	- TWTF- -	:30	4	$600.00	NM

	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
		10/06/14	10/12/14	- TWTF- -	4	$600.00

Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WTOL	W	10/08/14	11:20 PM	11pm News M-F	1057-1135pm	:30	CP-TV14-01H	$600.00	NM
3 WTOL	W	10/08/14	11:35 PM	11pm News M-F	1057-1135pm	:30	CP-TV14-01H	$600.00	NM
4 WTOL	Th	10/09/14		11pm News M-F	1057-1135pm	:00		$600.00	NM
		See MG 21.5							
2 WTOL	F	10/10/14	11:24 PM	11pm News M-F	1057-1135pm	:30	CP-TV14-03H	$600.00	NM
5 WTOL	Sa	10/11/14	11:32 PM	NEWS 11 @ 11P WEEK-ENDS	1057-1135pm	:30	CP-TV14-03H	$600.00	NM
		MG for 21.4 10/09							

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	10/11/14	10/11/14	NEWS 11 @ 11P WEEK-l	1057-1135pm	- - - - - 1-	:30	1	$600.00	NM

	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate
		10/06/14	10/12/14	- - - - - 1-	1	$600.00

Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WTOL	Sa	10/11/14	11:11 PM	NEWS 11 @ 11P WEEK-ENDS	1057-1135pm	:30	CP-TV14-03H	$600.00	NM

Total Spots **38**

Payment Terms 30 Days

Gross Total	**$16,300.00**
Agency Commission	**$2,445.00**
Net Amount Due	**$13,855.00**