

DUPLICATE

## INVOICE



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**Main: (414)355-6666**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583143-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WITI	Trevor Heaton	Washington DC	National

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Advertiser	Product	Estimate Number
Thompson/R/Senate	THOMPSON FOR SENATE	2925

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	583143	09843096

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WITI**  
**3609 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/22/12	M-F 6a-7a	6a-7a	MTWTF--	:30	5	\$1,050.00	NM
Weeks:	<u>Start Date</u> 10/16/12	<u>End Date</u> 10/22/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 5		<u>Rate</u> \$1,050.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	6	Tu	10/16/12	6:40 AM	M-F 6a-7a	6a-7a	:30	TTTV101201H	\$1,050.00 NM
1	6	W	10/17/12	6:12 AM	M-F 6a-7a	6a-7a	:30	TTTV101501H	\$1,050.00 NM
4	6	Th	10/18/12	6:09 AM	M-F 6a-7a	6a-7a	:30	TTTV101501H	\$1,050.00 NM
5	6	F	10/19/12	6:06 AM	M-F 6a-7a	6a-7a	:30	TTTV101701H	\$1,050.00 NM
2	6	M	10/22/12	6:08 AM	M-F 6a-7a	6a-7a	:30	TTTV101701H	\$1,050.00 NM
2	10/20/12	10/20/12	Sa 8a-9a	8a-9a	-----S-	:30	1	\$315.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1		<u>Rate</u> \$315.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	6	Sa	10/20/12	8:55 AM	Sa 8a-9a	8a-9a	:30	TTTV101701H	\$315.00 NM
3	10/21/12	10/21/12	FOX News Sunday	9a-10a	-----S	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -----S	<u>Spots/Week</u> 1		<u>Rate</u> \$300.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	6	Su	10/21/12	9:31 AM	FOX News Sunday	9a-10a	:30	TTTV101701H	\$300.00 NM
4	10/16/12	10/22/12	M-F 530p-6p	530p-6p	MTWTF--	:30	5	\$800.00	NM
Weeks:	<u>Start Date</u> 10/16/12	<u>End Date</u> 10/22/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 5		<u>Rate</u> \$800.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	6	Tu	10/16/12	5:36 PM	M-F 530p-6p	530p-6p	:30	TTTV101201H	\$800.00 NM
3	6	W	10/17/12	5:56 PM	M-F 530p-6p	530p-6p	:30	TTTV101501H	\$800.00 NM
1	6	Th	10/18/12	5:57 PM	M-F 530p-6p	530p-6p	:30	TTTV101501H	\$800.00 NM
4	6	F	10/19/12	5:58 PM	M-F 530p-6p	530p-6p	:30	TTTV101701H	\$800.00 NM
5	6	M	10/22/12		M-F 530p-6p	530p-6p	:00		<del>\$800.00</del> NM
See MG 5.6,5.7,5.8									

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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583143-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Thompson/R/Senate	THOMPSON FOR SENATE	2925	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/16/12	10/22/12	M-F 6p-630p	6p-630p	MTWTF--	:30	5	\$865.00	NM
<div>Weeks:    <u>Start Date</u>   <u>End Date</u>   <u>MTWTFSS</u>       <u>Spots/Week</u>       <u>Rate</u>              10/16/12   10/22/12   MTWTF--               5       \$865.00</div>									
<div>Spots: # Ch    Day Air Date    Air Time Description    </div>									

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Advertiser	Product	Estimate Number	
Thompson/R/Senate	THOMPSON FOR SENATE	2925	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	10/21/12	10/21/12	GB Packers Football	various	-----S	:30	1	\$20,000.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$20,000.00				
Spots: #	Ch	<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	6	F	10/19/12	6:41 PM	MLB Championship Series	Various	:30	TTTV101701H	\$2,000.00 NM
			MG for 8.1 10/21						
3	6	Sa	10/20/12	5:27 PM	College Football on FOX	various	:30	TTTV101701H	\$1,285.00 NM
			MG for 8.1 10/21						
4	6	Sa	10/20/12	9:23 PM	College Football on FOX	various	:30	TTTV101701H	\$1,800.00 NM
			MG for 8.1 10/21						
1	6	Su	10/21/12		GB Packers Football	various	:00		<del>\$20,000.00</del> NM
			See MG 8.2,8.3,8.4,8.5,8.6,8.7,8.8						
5	6	Su	10/21/12	3:25 PM	NFL OT on FOX	various	:30	TTTV101701H	\$7,000.00 NM
			MG for 8.1 10/21						
6	6	Su	10/21/12	3:51 PM	Fox 6 Post Game Show	various	:30	TTTV101701H	\$3,000.00 NM
			MG for 8.1 10/21						
7	6	Su	10/21/12	4:55 PM	Su 430p-5p News Packer Edition 430p-5p News Pac		:30	TTTV101701H	\$1,200.00 NM
			MG for 8.1 10/21						
8	6	Su	10/21/12	6:18 PM	MLB Championship Series	Various	:30	TTTV101701H	\$2,915.00 NM
			MG for 8.1 10/21						
9	10/18/12	10/18/12	M-F 430-5a	430-5a	---T---	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> ---T---	<u>Spots/Week</u> 1	<u>Rate</u> \$200.00				
Spots: #	Ch	<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	6	Th	10/18/12	4:29 AM	M-F 430-5a	430-5a	:30	TTTV101501H	\$200.00 NM

Total Spots **34** Gross Total **\$44,490.00**

## Payment Terms 30 Days

Agency Commission **\$6,673.50**

Net Amount Due **\$37,816.50**