Rep Order# 6864200 **Ver#** 5 **Mod#** 2 **Status** Confirmed **Traffic Order#** 214795 **Printed:** 10/24/2012 12:32 PM
EC'd Yes **Last Received:** 10/22/2012 3:30 PM
Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN
Advertiser ( ) .MIKE PENCE FOR GOVE
Product 2911
Estimate# 2911
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2911
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

10 MINUTE SEPARATION 10/17/12-10/23/12 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	530A-6A	MORNING NEWS	:30	$350.00	10/17-10/17	1	1	1	$350.00	
	2	TH	530A-6A	MORNING NEWS	:30	$350.00	10/18-10/18	1	1	1	$350.00	
	3	F	530A-6A	MORNING NEWS	:30	$350.00	10/19-10/19	1	1	1	$350.00	
	4	M	530A-6A	MORNING NEWS	:30	$350.00	10/22-10/22	1	1	1	$350.00	
	5	TU	530A-6A	MORNING NEWS	:30	$350.00	10/23-10/23	1	1	1	$350.00	
	6	W-F	6A-7A	MORNING NEWS	:30	$350.00	10/17-10/19	3	1	3	$1,050.00	
		Buyline Comment: AIR 1X PER DAY										
	7	M-TU	6A-7A	MORNING NEWS	:30	$350.00	10/22-10/23	1	1	1	$350.00	
		Buyline Comment: AIR 1X PER DAY										
	8	W-F	8A-9A	MORNING NEWS	:30	$150.00	10/17-10/19	3	1	3	$450.00	
		Buyline Comment: AIR 1X PER DAY										
	9	TU	8A-9A	MORNING NEWS	:30	$150.00	10/23-10/23	1	1	1	$150.00	
	10	TH	11A-12P	PRICE IS RIGHT	:30	$600.00	10/18-10/18	1	1	1	$600.00	
	11	TU	11A-12P	PRICE IS RIGHT	:30	$600.00	10/23-10/23	1	1	1	$600.00	
	12	W-TH	12P-1230P	NOON NEWS	:30	$650.00	10/17-10/18	2	1	2	$1,300.00	
		Buyline Comment: AIR 1X PER DAY										

Station WISH-TV INDIANAPOLIS, IN
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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	M	12P-1230P	NOON NEWS	:30	$650.00	10/22-10/22	1	1	1	$650.00	
	14	W-TH	3P-4P	RACHEL RAY	:30	$300.00	10/17-10/18	1	1	1	$300.00	
		Buyline Comment: AIR 1X PER DAY										
	15	TU	3P-4P	RACHEL RAY	:30	$300.00	10/23-10/23	1	1	1	$300.00	
	16	W-TH	9A-10A	INDY STYLE	:30	$100.00	10/17-10/18	2	1	2	$200.00	
		Buyline Comment: AIR 1X PER DAY										
	17	M	9A-10A	INDY STYLE	:30	$100.00	10/22-10/22	1	1	1	$100.00	
	18	W-TH	5P-530P	EARLY NEWS	:30	$600.00	10/17-10/18	2	1	2	$1,200.00	
		Buyline Comment: AIR 1X PER DAY										
	19	W-TH	530P-6P	EARLY NEWS 530P	:30	$600.00	10/17-10/18	2	1	2	$1,200.00	
		Buyline Comment: AIR 1X PER DAY										
	21	W-F	6P-630P	EARLY NEWS 6PM	:30	$600.00	10/17-10/19	3	1	3	$1,800.00	
		Buyline Comment: AIR 1X PER DAY										
	22	M-TU	6P-630P	EARLY NEWS 6PM	:30	$600.00	10/22-10/23	2	1	2	$1,200.00	
		Buyline Comment: AIR 1X PER DAY										
	23	W,F	7P-730P	INSIDE EDITION	:30	$550.00	10/17-10/19	1	1	1	$550.00	
		Buyline Comment: AIR 1X PER DAY...NO SPOTS ON THURSDAY										
	24	TU	7P-730P	INSIDE EDITION	:30	$550.00	10/23-10/23	0	0	0	$0.00	
		Buyline Comment: N/A DUE RATE										
	25	W-F	730P-8P	ENTERTAINMENT TONIGHT	:30	$600.00	10/17-10/19	3	1	3	$1,800.00	
		Buyline Comment: AIR 1X PER DAY										

Station WISH-TV INDIANAPOLIS, IN
Advertiser ( ) .MIKE PENCE FOR GOVE
Product 2911
Estimate# 2911
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Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2911
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	26	M-TU	730P-8P	ENTERTAINMENT TONIGHT	:30	$600.00	10/22-10/23	2	1	2	$1,200.00	
		Buyline Comment: AIR 1X PER DAY										
	27	W-F	11P-1130P	LATE NEWS	:30	$900.00	10/17-10/19	3	1	3	$2,700.00	
		Buyline Comment: AIR 1X PER DAY										
	28	M-TU	11P-1130P	LATE NEWS	:30	$900.00	10/22-10/23	2	1	2	$1,800.00	
		Buyline Comment: AIR 1X PER DAY										
	29	SA	6A-9A	DAYBREAK SATURDAY	:30	$250.00	10/20-10/20	1	1	1	$250.00	
	30	SA	7P-8P	NEWS	:30	$400.00	10/20-10/20	1	1	1	$400.00	
	31	SA	11P-1130P	LATE NEWS	:30	$600.00	10/20-10/20	1	1	1	$600.00	
	32	SU	6A-9A	DAYBREAK SUNDAY MORNING	:30	$200.00	10/21-10/21	1	1	1	$200.00	
	33	SU	9A-1030A	CBS SUNDAY MORNING	:30	$900.00	10/21-10/21	2	1	2	$1,800.00	
	34	SU	11P-1130P	SUNDAY LATE NEWS	:30	$900.00	10/21-10/21	1	1	1	$900.00	
	35	M	8A-9A	NEWS	:30	$150.00	10/22-10/22	1	1	1	$150.00	
	36	W-F	430A-459A	NEWS	:30	$50.00	10/17-10/19	0	0	0	$0.00	
		Buyline Comment: MISSED DUE TECH ERROR										

---REPORT TOTALS---

Report Totals: 51 / $25,550.00

---SALES MONTHLY TOTALS---

Station WISH-TV INDIANAPOLIS, IN
Advertiser ( ) .MIKE PENCE FOR GOVE
Product 2911
Estimate# 2911
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2911
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Oct 12: 51 / $25,550.00

Sales Totals: 51 / $25,550.00

Station Totals: 51 / $25,550.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$25,550	CABL	0%	WISH	100%	WNDY	0%	WRTV	0%	WTHR	0%	WTTV	0%
		WXIN	0%										

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books NOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 10/17/12-10/23/12

Station	Advertiser	Product	Estim	Order Inventory Descript	Time Period	Length	Date	Air Time	Inv. Code (Placed	Rate	Ad-ID	Priority
Alt Order #: 06864200												
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @ 6	558-7a	:30	10/17/12		Daybreak @ 6	$350.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 11 M-F	11-1135p	:30	10/17/12		LN M-F	$900.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Entertainment Tonight	728-8p	:30	10/17/12		M-F 730-8p	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Inside Edition	658-730p	:30	10/17/12		M-F 7-730p	$550.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS Morning News	430-5a	:30	10/17/12	4:41:32 AM	CBS Morning News	$50.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @530am	530-6a	:30	10/17/12	5:35:30 AM	Daybreak @ 530an	$350.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS This Morning @8	8-9a	:30	10/17/12	8:29:26 AM	CBS This Morning	$150.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Indy Style	858-10a	:30	10/17/12	9:15:24 AM	Indy Style	$100.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Noon News	1158a-1230p	:30	10/17/12	12:28:26 PM	Y&R	$650.00		P2
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Rachael Ray	258-4p	:30	10/17/12	3:27:30 PM	M-F 3p-4p	$300.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @5p	5-530p	:30	10/17/12	5:07:50 PM	News 8 @5	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 530p	530-6p	:30	10/17/12	5:34:14 PM	News 8 @530	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @6	558-630p	:30	10/17/12	6:13:03 PM	News 8 @6	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @6	558-630p	:30	10/18/12		News 8 @6	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @ 6	558-7a	:30	10/18/12		Daybreak @ 6	$350.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Price Is Right	1058-12p	:30	10/18/12		Price is Right	$600.00		P1
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Noon News	1158a-1230p	:30	10/18/12		Noon News	$650.00		P2
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @530am	530-6a	:30	10/18/12		Daybreak @ 530an	$350.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS This Morning @8	8-9a	:30	10/18/12		CBS This Morning	$150.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Entertainment Tonight	728-8p	:30	10/18/12		M-F 730-8p	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @5p	5-530p	:30	10/18/12		News 8 @5	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Indy Style	858-10a	:30	10/18/12		Indy Style	$100.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 11 M-F	11-1135p	:30	10/18/12		LN M-F	$900.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 530p	530-6p	:30	10/18/12		News 8 @530	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @530am	530-6a	:30	10/19/12		Daybreak @ 530an	$350.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @ 6	558-7a	:30	10/19/12		Daybreak @ 6	$350.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 11 M-F	11-1135p	:30	10/19/12		LN M-F	$900.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Entertainment Tonight	728-8p	:30	10/19/12		M-F 730-8p	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS This Morning @8	8-9a	:30	10/19/12		CBS This Morning	$150.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @6	558-630p	:30	10/19/12		News 8 @6	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @11 Saturday	11-1135p	:30	10/20/12		LN Sa	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak Saturday	558-9a	:30	10/20/12		Daybreak Saturday	$250.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	ET Weekend	658-8p	:30	10/20/12		Sat 7p-8p	$400.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak Sunday	558-9a	:30	10/21/12		Daybreak Sunday	$200.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 11 Sunday	11-1130p	:30	10/21/12		LN Su	$900.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS Sunday Morning	858-1030a	:30	10/21/12		CBS Sunday Morni	$900.00		P2
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS Sunday Morning	858-1030a	:30	10/21/12		CBS Sunday Morni	$900.00		P2
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 11 M-F	11-1135p	:30	10/22/12		LN M-F	$900.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Indy Style	858-10a	:30	10/22/12		Indy Style	$100.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS This Morning @8	8-9a	:30	10/22/12		CBS This Morning	$150.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @ 6	558-7a	:30	10/22/12		Daybreak @ 6	$350.00		P4
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @6	558-630p	:30	10/22/12		News 8 @6	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @530am	530-6a	:30	10/22/12		Daybreak @ 530an	$350.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Entertainment Tonight	728-8p	:30	10/22/12		M-F 730-8p	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Noon News	1158a-1230p	:30	10/22/12		Noon News	$650.00		P2
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Daybreak @530am	530-6a	:30	10/23/12		Daybreak @ 530an	$350.00		P3

[Filtered by:] [Sorted by: Alt Order #]

Spot Manager: All, 10/17/12-10/23/12

Station	Advertiser	Product	Estim	Order Inventory Descript	Time Period	Length	Date	Air Time	Inv. Code (Placed	Rate	Ad-ID	Priority
Alt Order #: 06864200												
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Inside Edition	658-730p	:30	10/23/12		M-F 7-730p	$550.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Rachael Ray	258-4p	:30	10/23/12		M-F 3p-4p	$300.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @6	558-630p	:30	10/23/12		News 8 @6	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Price Is Right	1058-12p	:30	10/23/12		Price is Right	$600.00		P1
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	Entertainment Tonight	728-8p	:30	10/23/12		M-F 730-8p	$600.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	CBS This Morning @8	8-9a	:30	10/23/12		CBS This Morning	$150.00		P3
WISH	POL/Mike Pence for Go	MIKE PENCE I	2911	News 8 @ 11 M-F	11-1135p	:30	10/23/12		LN M-F	$900.00		P3
										$26,150.00		
										$26,150.00		

[Filtered by:] [Sorted by: Alt Order #]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☑ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/11/12
Date

Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

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INVOICE

Remit Address:
WISH
90359 Collections Center Drive
Chicago, IL 60693
Main: (317) 923-8888
Billing: (317) 923-8888

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE FOR GOVERNOR
Estimate Number	2911

Invoice #	214795-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/23/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	214795
Alt Order #	06864200
Deal #	
Order Flight	10/17/12 - 10/23/12

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015
USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
1	**WISH**	**Daybreak @530am**	**530-6a**	to							
				10/15/12 to	10/21/12	1x	--W----				
	WISH			W	10/17/12	:30	5:39 AM	TVGENPENC1212H	$350.00		1
2	**WISH**	**Daybreak @530am**	**530-6a**	to							
				10/15/12 to	10/21/12	1x	---T---				
	WISH			Th	10/18/12	:30	5:53 AM	TVGENPENC1212H	$350.00		1
3	**WISH**	**Daybreak @530am**	**530-6a**	to							
				10/15/12 to	10/21/12	1x	----F--				
	WISH			F	10/19/12	:30	5:42 AM	TVGENPENC1212H	$350.00		1
4	**WISH**	**Daybreak @530am**	**530-6a**	to							
				10/22/12 to	10/28/12	1x	M------				
	WISH			M	10/22/12	:30	5:52 AM	TVGENPENC1223H	$350.00		1
5	**WISH**	**Daybreak @530am**	**530-6a**	to							
				10/22/12 to	10/28/12	1x	-T-----				
	WISH			Tu	10/23/12	:30	5:30 AM	TVGENPENC1223H	$350.00		1
6	**WISH**	**Daybreak @ 6**	**558-7a**	to							
				10/15/12 to	10/21/12	3x	--WTF--				
	WISH			*W*	*10/17/12*	*:00*			*~~$350.00~~*	*See MG 6.4*	2
	WISH			Th	10/18/12	:30	6:59 AM	TVGENPENC1212H	$350.00		1
	WISH			F	10/19/12	:30	6:39 AM	TVGENPENC1212H	$350.00		3
	WISH			M	10/22/12	:30	6:58 AM	TVGENPENC1223H	$350.00	MG for 6.2 10/17	4
7	**WISH**	**Daybreak @ 6**	**558-7a**	to							
				10/22/12 to	10/28/12	1x	MT-----				
	WISH			M	10/22/12	:30	6:23 AM	TVGENPENC1223H	$350.00		1
8	**WISH**	**CBS This Morning @8**	**8-9a**	to							
				10/15/12 to	10/21/12	3x	--WTF--				
	WISH			W	10/17/12	:30	8:29 AM	TVGENPENC1212H	$150.00		3
	WISH			Th	10/18/12	:30	8:51 AM	TVGENPENC1212H	$150.00		1
	WISH			F	10/19/12	:30	8:43 AM	TVGENPENC1212H	$150.00		2

Subject to our standard terms and conditions located at www.linmedia.com/multiplatform-ad-solutions.

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INVOICE

Remit Address:
WISH
90359 Collections Center Drive
Chicago, IL 60693
Main: (317) 923-8888
Billing: (317) 923-8888

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE FOR GOVERNOR
Estimate Number	2911

Invoice #	214795-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/23/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	214795
Alt Order #	06864200
Deal #	
Order Flight	10/17/12 - 10/23/12

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015
USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
9	WISH	CBS This Morning @8	8-9a		to						
				10/22/12 to	10/28/12	1x	-T-----				
	WISH			Tu	10/23/12	:30	8:22 AM	TVGENPENC1223H	$150.00		1
10	WISH	Price Is Right	1058-12p		to						
				10/15/12 to	10/21/12	1x	---T---				
	WISH			Th	10/18/12	:30	10:58 AM	TVGENPENC1212H	$600.00		1
11	WISH	Price Is Right	1058-12p		to						
				10/22/12 to	10/28/12	1x	-T-----				
	WISH			Tu	10/23/12	:30	11:59 AM	TVGENPENC1223H	$600.00		1
12	WISH	Noon News	1158a-1230p		to						
				10/15/12 to	10/21/12	2x	--WT---				
	WISH			W	10/17/12	:30	12:28 PM	TVGENPENC1212H	$650.00		2
	WISH			Th	10/18/12	:30	12:26 PM	TVGENPENC1212H	$650.00		1
13	WISH	Noon News	1158a-1230p		to						
				10/22/12 to	10/28/12	1x	M------				
	WISH			M	10/22/12	:30	12:14 PM	TVGENPENC1223H	$650.00		1
14	WISH	Rachael Ray	258-4p		to						
				10/15/12 to	10/21/12	1x	--WT---				
	WISH			W	10/17/12	:30	3:36 PM	TVGENPENC1212H	$300.00		1
15	WISH	Rachael Ray	258-4p		to						
				10/22/12 to	10/28/12	1x	-T-----				
	WISH			Tu	10/23/12	:30	3:38 PM	TVGENPENC1223H	$300.00		1
16	WISH	Indy Style	858-10a		to						
				10/15/12 to	10/21/12	2x	--WT---				
	WISH			W	10/17/12	:30	9:16 AM	TVGENPENC1212H	$100.00		2
	WISH			Th	10/18/12	:30	9:57 AM	TVGENPENC1212H	$100.00		1
17	WISH	Indy Style	858-10a		to						
				10/22/12 to	10/28/12	1x	M------				
	WISH			M	10/22/12	:30	9:43 AM	TVGENPENC1223H	$100.00		1

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Chicago, IL 60693
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Billing: (317) 923-8888

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE FOR GOVERNOR
Estimate Number	2911

Invoice #	214795-1
Invoice Date	10/28/12
Invoice Month	October 2012
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Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	214795
Alt Order #	06864200
Deal #	
Order Flight	10/17/12 - 10/23/12

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015
USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
17	**WISH**	**Indy Style**	**858-10a**		to						
18	**WISH**	**News 8 @5p**	**5-530p**		to						
				10/15/12 to	10/21/12	2x	--WT---				
	WISH			W	10/17/12	:30	5:11 PM	TVGENPENC1212H	$600.00		1
	WISH			Th	10/18/12	:30	5:29 PM	TVGENPENC1212H	$600.00		2
19	**WISH**	**News 8 @ 530p**	**530-6p**		to						
				10/15/12 to	10/21/12	2x	--WT---				
	WISH			W	10/17/12	:30	5:38 PM	TVGENPENC1212H	$600.00		2
	WISH			Th	10/18/12	:30	5:59 PM	TVGENPENC1212H	$600.00		1
20	**WISH**	**News 8 @6**	**558-630p**		to						
				10/15/12 to	10/21/12	3x	--WTF--				
	WISH			W	10/17/12	:30	6:15 PM	TVGENPENC1212H	$600.00		2
	WISH			Th	10/18/12	:30	6:21 PM	TVGENPENC1212H	$600.00		3
	WISH			*F*	*10/19/12*	*:00*			*~~$600.00~~*	*See MG 20.4,20.5,20.6*	*1*
	WISH	Early News M-F	5-630p	M	10/22/12	:30	5:14 PM	TVGENPENC1223H	$600.00	MG for 24.2,24.3,20.1	4
	WISH	Early News M-F	5-630p	M	10/22/12	:30	5:40 PM	TVGENPENC1223H	$600.00	MG for 24.2,24.3,20.1	6
	WISH	Early News M-F	5-630p	Tu	10/23/12	:30	5:27 PM	TVGENPENC1223H	$600.00	MG for 24.2,24.3,20.1	5
21	**WISH**	**News 8 @6**	**558-630p**		to						
				10/22/12 to	10/28/12	2x	MT-----				
	WISH			M	10/22/12	:30	6:22 PM	TVGENPENC1223H	$600.00		2
	WISH			Tu	10/23/12	:30	6:22 PM	TVGENPENC1223H	$600.00		1
22	**WISH**	**Inside Edition**	**658-730p**		to						
				10/15/12 to	10/21/12	1x	--W-F--				
	WISH			*W*	*10/17/12*	*:00*			*~~$550.00~~*	*See MG 22.2*	*1*
	WISH			*M*	*10/22/12*	*:00*			*~~$550.00~~*	*Credited*	*2*
23	**WISH**	**Inside Edition**	**658-730p**		to						
				10/22/12 to	10/28/12	1x	-T-----				
	WISH			Tu	10/23/12	:30	7:20 PM	TVGENPENC1223H	$550.00		1
24	**WISH**	**Entertainment Tonight**	**728-8p**		to						

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Product	MIKE PENCE FOR GOVERNOR
Estimate Number	2911

Invoice #	214795-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/23/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	214795
Alt Order #	06864200
Deal #	
Order Flight	10/17/12 - 10/23/12

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015
USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
24	WISH	Entertainment Tonight	728-8p	to							
				10/15/12 to	10/21/12	3x	--WTF--				
	WISH			W	10/17/12	:30	7:28 PM	TVGENPENC1212H	$600.00		1
	WISH			*Th*	*10/18/12*	*:00*			*~~$600.00~~*	*See MG 20.4,20.5,20.6*	*2*
	WISH			*F*	*10/19/12*	*:00*			*~~$600.00~~*	*See MG 20.4,20.5,20.6*	*3*
25	WISH	Entertainment Tonight	728-8p	to							
				10/22/12 to	10/28/12	2x	MT-----				
	WISH			M	10/22/12	:30	7:48 PM	TVGENPENC1223H	$600.00		2
	WISH			Tu	10/23/12	:30	7:54 PM	TVGENPENC1223H	$600.00		1
26	WISH	News 8 @ 11 M-F	11-1135p	to							
				10/15/12 to	10/21/12	3x	--WTF--				
	WISH			W	10/17/12	:30	11:22 PM	TVGENPENC1212H	$900.00		2
	WISH			Th	10/18/12	:30	11:33 PM	TVGENPENC1212H	$900.00		1
	WISH			F	10/19/12	:30	11:34 PM	TVGENPENC1212H	$900.00		3
27	WISH	News 8 @ 11 M-F	11-1135p	to							
				10/22/12 to	10/28/12	2x	MT-----				
	WISH			M	10/22/12	:30	11:32 PM	TVGENPENC1223H	$900.00		1
	WISH			Tu	10/23/12	:30	11:13 PM	TVGENPENC1223H	$900.00		2
28	WISH	Daybreak Saturday	558-9a	to							
				10/15/12 to	10/21/12	1x	-----S-				
	WISH			Sa	10/20/12	:30	8:07 AM	TVGENPENC1223H	$250.00		1
29	WISH	ET Weekend	658-8p	to							
				10/15/12 to	10/21/12	1x	-----S-				
	WISH			Sa	10/20/12	:30	7:17 PM	TVGENPENC1223H	$400.00		1
30	WISH	News 8 @11 Saturday	11-1135p	to							
				10/15/12 to	10/21/12	1x	-----S-				
	WISH			Sa	10/20/12	:30	11:11 PM	TVGENPENC1223H	$600.00		1
31	WISH	Daybreak Sunday	558-9a	to							
				10/15/12 to	10/21/12	1x	------S				

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Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
31	WISH	Daybreak Sunday	558-9a	to							
	WISH			Su	10/21/12	:30	6:52 AM	TVGENPENC1223H	$200.00		1
32	WISH	CBS Sunday Morning	858-1030a	to							
				10/15/12 to	10/21/12	2x	------S				
	WISH			Su	10/21/12	:30	9:08 AM	TVGENPENC1223H	$900.00		1
	WISH			Su	10/21/12	:30	9:59 AM	TVGENPENC1223H	$900.00		2
33	WISH	News 8 @ 11 Sunday	11-1130p	to							
				10/15/12 to	10/21/12	1x	------S				
	WISH			Su	10/21/12	:30	12:05 AM	TVGENPENC1223H	$900.00		1
34	WISH	CBS This Morning @8	8-9a	to							
				10/22/12 to	10/28/12	1x	M------				
	WISH			M	10/22/12	:30	8:46 AM	TVGENPENC1223H	$150.00		1
35	WISH	CBS Morning News	430-5a	to							
				10/15/12 to	10/21/12	1x	--WT---				
	WISH			*W*	*10/17/12*	*:00*			*~~$50.00~~*	*Credited*	*1*

Aired Spots **51**

Gross Total	**$25,550.00**
Agency Commission	**$3,832.50**
Net Amount Due	**$21,717.50**

Payment Terms 30 Days

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