

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
310690-1	10/14/12	October 2012	10/01/12 - 10/14/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Cheryl Beers	WPTV National	National

Advertiser	Product	Estimate Number
Frankel / Democrat / Congr	Frankel for Congress	11888

Billing Address:

Media Strategies and Research
Attention: Accounts Payable
1580 Lincoln Street
Suite 510
Denver, CO 80203

Flight Dates	Order #	Alt Order #
10/01/12 - 10/14/12	310690	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

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	10/01/12	10/05/12	M-F 5-6a	5-6a	MTWTF--	:30	5	\$165.00	NM																																																																																						
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Send Payment To:

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P.O. Box 116871
Atlanta, GA 30368-6871

<u>Invoice #</u> 310690-1	<u>Invoice Date</u> 10/14/12	<u>Invoice Month</u> October 2012	<u>Invoice Period</u> 10/01/12 - 10/14/12
<u>Advertiser</u> Frankel / Democrat / Congr		<u>Product</u> Frankel for Congress	<u>Estimate Number</u> 11888

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/06/12	10/06/12	Sa 7-1030a	7-1030a	-----S-	:30	1	\$226.00	NM
Weeks: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>MTWTFSS</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$226.00 <u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WPTV Sa 10/06/12 9:56 AM Sa 7-1030a 7-1030a :30 LFT104H \$226.00 NM									
5	10/01/12	10/07/12	SAT TODAY	8-10a	-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>MTWTFSS</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$300.00 <u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WPTV Sa 10/06/12 8:25 AM SAT TODAY 8-10a :30 LFT104H \$300.00 NM									
6	10/01/12	10/07/12	Sa 10-1030a	10-1030a	-----S-	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>MTWTFSS</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$200.00 <u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WPTV Sa 10/06/12 10:25 AM Sa 10-1030a 10-1030a :30 LFT104H \$200.00 NM									
7	10/01/12	10/07/12	Su 7-8a	7-8a	-----S	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>MTWTFSS</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$150.00 <u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WPTV Su 10/07/12 7:10 AM Su 7-8a 7-8a :30 LFT104H \$150.00 NM									
8	10/01/12	10/07/12	Su 8-9a	8-9a	-----S	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>MTWTFSS</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$350.00 <u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WPTV Su 10/07/12 Su 8-9a 8-9a :00 \$350.00 NM See MG 8.2,8.3 2 WPTV Sa 10/13/12 6:54 AM Sa 6-7a 6-7a :30 LFT105H \$175.00 NM MG for 8.1 10/07 3 WPTV Su 10/14/12 6:27 AM Su 6-7a 6-7a :30 LFT105H \$175.00 NM MG for 8.1 10/07									
9	10/02/12	10/02/12	TODAY III	10-11a	-T-----	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>MTWTFSS</u> -T----- <u>Spots/Week</u> 1 <u>Rate</u> \$150.00 <u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WPTV Tu 10/02/12 10:59 AM TODAY III 10-11a :30 LFT104H \$150.00 NM									
10	10/01/12	10/03/12	RACHEL RAY	11a-12p	M-W----	:30	2	\$135.00	NM
Weeks: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>MTWTFSS</u> M-W---- <u>Spots/Week</u> 2 <u>Rate</u> \$135.00 <u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 2 WPTV M 10/01/12 11:32 AM RACHEL RAY 11a-12p :30 LFPT103H \$135.00 NM 1 WPTV W 10/03/12 11:50 AM RACHEL RAY 11a-12p :30 LFT104H \$135.00 NM									

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12	10/02/12	10/02/12	DAYS OF OUR LIVES	1-2p	-T-----	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -T----- 1 \$125.00									
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13	10/01/12	10/05/12	MILLIONAIRE	2-3p	M---F--	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M---F-- 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/01/12 2:52 PM MILLIONAIRE 2-3p :30 LFPT103H \$100.00 NM 2 WPTV F 10/05/12 2:29 PM MILLIONAIRE 2-3p :30 LFT104H \$100.00 NM									
14	10/04/12	10/04/12	3-4pm Jeff Probst	3-4p	---T---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---T--- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 3:50 PM 3-4pm Jeff Probst 3-4p :30 LFT104H \$100.00 NM									
15	10/01/12	10/03/12	M-F 4p-5p	4-5p	M-W----	:30	2	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M-W---- 2 \$275.00									
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16	10/01/12	10/05/12	M-F 5-530p	5-530p	MTWTF--	:30	5	\$585.00	NM
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Invoice #	Invoice Date	Invoice Month	Invoice Period
310690-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser		Product	Estimate Number
Frankel / Democrat / Congr		Frankel for Congress	11888

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																				
17	10/01/12	10/05/12	M-F 530-6p	530-6p	MTWTF--	:30	5	\$500.00	NM																																																																																																																																																																																																				
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1	WPTV	Th	10/04/12	7:56 PM	INSIDER	730-8p	:30	LFT104H	\$500.00	NM																																																																																																																																																																																																			
21	10/01/12	10/01/12	THE VOICE	8-10p	M-----	:30	1	\$1,800.00	NM																																																																																																																																																																																																				
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INVOICE



Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Invoice #	Invoice Date	Invoice Month	Invoice Period
310690-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser		Product	Estimate Number
Frankel / Democrat / Congr		Frankel for Congress	11888

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
22	10/02/12	10/02/12	PARENTHOOD	10-11p	-T-----	: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>					
	10/01/12	10/07/12	-T-----	1	\$1,500.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Tu	10/02/12	10:31 PM	PARENTHOOD	10-11p	:30	LFT104H	\$1,500.00	NM
23	10/04/12	10/04/12	30 ROCK/UP ALL NIGHT	8-9p	---T---	:30	1	\$750.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/01/12	10/07/12	---T---	1	\$750.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Th	10/04/12	8:49 PM	30 ROCK/UP ALL NIGHT	8-9p	:30	LFT104H	\$750.00	NM
24	10/05/12	10/05/12	Friday Prime A	8-9p	----F--	:30	1	\$500.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/01/12	10/07/12	----F--	1	\$500.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	F	10/05/12	8:20 PM	Friday Prime A	8-9p	:30	LFT104H	\$500.00	NM
25	10/01/12	10/07/12	M-F 11-1135p	11-1135p	MTWTF--	:30	5	\$600.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/01/12	10/07/12	MTWTF--	5	\$600.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPTV	M	10/01/12	11:30 PM	M-F 11-1135p	11-1135p	:30	LFT103H	\$600.00	NM
1	WPTV	Tu	10/02/12	11:29 PM	M-F 11-1135p	11-1135p	:30	LFT101H	\$600.00	NM
3	WPTV	W	10/03/12	11:22 PM	M-F 11-1135p	11-1135p	:30	LFT104H	\$600.00	NM
4	WPTV	Th	10/04/12	11:33 PM	M-F 11-1135p	11-1135p	:30	LFT104H	\$600.00	NM
5	WPTV	F	10/05/12	11:29 PM	M-F 11-1135p	11-1135p	:30	LFT104H	\$600.00	NM
26	10/06/12	10/06/12	Sa 11-1130p	11-1130p	-----S-	:30	1	\$625.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/01/12	10/07/12	-----S-	1	\$625.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Sa	10/06/12	11:28 PM	Sa 11-1130p	11-1130p	:30	LFT104H	\$625.00	NM
27	10/07/12	10/07/12	1130p-12x After NFL	1130p-12X	-----S	:30	1	\$625.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/01/12	10/07/12	-----S	1	\$625.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Su	10/07/12	12:13 AM	1130p-12x After NFL	1130p-12X	:30	LFT104H	\$625.00	NM

INVOICE



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Atlanta, GA 30368-6871

<u>Invoice #</u> 310690-1	<u>Invoice Date</u> 10/14/12	<u>Invoice Month</u> October 2012	<u>Invoice Period</u> 10/01/12 - 10/14/12
<u>Advertiser</u> Frankel / Democrat / Congr		<u>Product</u> Frankel for Congress	<u>Estimate Number</u> 11888

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																															
28	10/02/12	10/05/12	TONIGHT SHOW	1135p-1235a	-TWTF--	:30	4	\$125.00	NM																																																																																																																																																																																																															
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Total Spots **66** Gross Total **\$31,081.00**

Payment Terms 30 Days

Agency Commission **\$4,662.15**
Net Amount Due **\$26,418.85**