

# 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
310705-1	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	11889

Billing Address:

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

Flight Dates	Order #	Alt Order #
10/08/12 - 10/14/12	310705	

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	10/08/12	10/12/12	M-F 5-6a	5-6a	MTWTF--	:30	5	\$200.00	NM																																																																																																	
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**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

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310705-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser		Product	Estimate Number
Frankel / Democrat / Congr		Frankel for Congress	11889

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
4	10/13/12	10/13/12	Sa 6-7a	6-7a	-----S-	:30	1	\$175.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	-----S-	1	\$175.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Sa	10/13/12	6:42 AM	Sa 6-7a	6-7a	:30	LFT105H	\$175.00	NM
5	10/13/12	10/13/12	Sa 7-8a	7-8a	-----S-	:30	1	\$225.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	-----S-	1	\$225.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Sa	10/13/12	7:11 AM	Sa 7-8a	7-8a	:30	LFT105H	\$225.00	NM
6	10/13/12	10/13/12	Sa 10-1030a	10-1030a	-----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>					
	10/08/12	10/14/12	-----S-	1	\$200.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Sa	10/13/12	10:24 AM	Sa 10-1030a	10-1030a	:30	LFT105H	\$200.00	NM
7	10/14/12	10/14/12	Su 7-8a	7-8a	-----S	:30	1	\$150.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	-----S	1	\$150.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Su	10/14/12	7:27 AM	Su 7-8a	7-8a	:30	LFT105H	\$150.00	NM
8	10/14/12	10/14/12	SUN TODAY	8-9a	-----S	:30	1	\$500.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	-----S	1	\$500.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	Su	10/14/12	8:53 AM	SUN TODAY	8-9a	:30	LFT105H	\$500.00	NM
9	10/10/12	10/10/12	TODAY III	10-11a	--W----	:30	1	\$175.00	NM	
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	10/08/12	10/14/12	--W----	1	\$175.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	W	10/10/12		TODAY III	10-11a	:00		<del>\$175.00</del>	NM
<i>See MG 18.6,18.7,18.8</i>										
10	10/09/12	10/11/12	RACHEL RAY	11a-12p	-T-T---	:30	2	\$140.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	-T-T---	2	\$140.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPTV	Tu	10/09/12	11:21 AM	RACHEL RAY	11a-12p	:30	LFT104H	\$135.00	NM
1	WPTV	Th	10/11/12	11:43 AM	RACHEL RAY	11a-12p	:30	LFT105H	\$135.00	NM
11	10/12/12	10/12/12	M-F 12n-1p	12-1p	----F--	:30	1	\$135.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	----F--	1	\$135.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPTV	F	10/12/12	12:37 PM	M-F 12n-1p	12-1p	:30	LFT105H	\$135.00	NM

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

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<b>Advertiser</b> Frankel / Democrat / Congr		<b>Product</b> Frankel for Congress	<b>Estimate Number</b> 11889

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/08/12	10/08/12	DAYS OF OUR LIVES	1-2p	M-----	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$150.00									
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13	10/10/12	10/10/12	MILLIONAIRE	2-3p	--w----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --w---- 1 \$100.00									
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 WPTV W 10/10/12 2:53 PM MILLIONAIRE 2-3p :30 LFT105H \$100.00 NM									
14	10/11/12	10/11/12	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> 10/08/12 10/14/12 ---T--- 1 \$100.00									
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 WPTV Th 10/11/12 3:29 PM 3-4pm Jeff Probst 3-4p :30 LFT105H \$100.00 NM									
15	10/08/12	10/12/12	ELLEN	4-5p	MT--F--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MT--F-- 3 \$300.00									
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> 3 WPTV M 10/08/12 4:29 PM ELLEN 4-5p :30 LFT104H \$275.00 NM 1 WPTV Tu 10/09/12 4:29 PM ELLEN 4-5p :30 LFT104H \$275.00 NM 2 WPTV F 10/12/12 4:19 PM ELLEN 4-5p :30 LFT105H \$275.00 NM									
16	10/08/12	10/12/12	M-F 5-530p	5-530p	MTWTF--	:30	5	\$585.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$585.00									
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> 3 WPTV M 10/08/12 5:12 PM M-F 5-530p 5-530p :30 LFT104H \$585.00 NM 2 WPTV Tu 10/09/12 5:12 PM M-F 5-530p 5-530p :30 LFT104H \$585.00 NM 1 WPTV W 10/10/12 5:10 PM M-F 5-530p 5-530p :30 LFT105H \$585.00 NM 5 WPTV Th 10/11/12 5:11 PM M-F 5-530p 5-530p :30 LFT105H \$585.00 NM 4 WPTV F 10/12/12 5:12 PM M-F 5-530p 5-530p :30 LFT105H \$585.00 NM									
17	10/08/12	10/12/12	M-F 530-6p	530-6p	MTWTF--	:30	5	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$500.00									
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 WPTV M 10/08/12 5:36 PM M-F 530-6p 530-6p :30 LFT104H \$500.00 NM 3 WPTV Tu 10/09/12 5:52 PM M-F 530-6p 530-6p :30 LFT104H \$500.00 NM 1 WPTV W 10/10/12 5:53 PM M-F 530-6p 530-6p :30 LFT105H \$500.00 NM 4 WPTV Th 10/11/12 5:36 PM M-F 530-6p 530-6p :30 LFT105H \$500.00 NM 5 WPTV F 10/12/12 5:39 PM M-F 530-6p 530-6p :30 LFT105H \$500.00 NM									

# INVOICE



Send Payment To:  
**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

<b>Invoice #</b> 310705-1	<b>Invoice Date</b> 10/14/12	<b>Invoice Month</b> October 2012	<b>Invoice Period</b> 10/01/12 - 10/14/12
<b>Advertiser</b> Frankel / Democrat / Congr		<b>Product</b> Frankel for Congress	<b>Estimate Number</b> 11889

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
18	10/08/12	10/12/12	M-F 6-630p	6-630p	MTWTF--	:30	5	\$650.00	NM																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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<td>10/10/12</td> <td></td> <td>M-F 6-630p</td> <td>6-630p</td> <td>:00</td> <td></td> <td><del>\$650.00</del></td> <td>NM</td> </tr> <tr> <td colspan="11">See MG 18.6,18.7,18.8</td> </tr> <tr> <td>4</td> <td>WPTV</td> <td>Th</td> <td>10/11/12</td> <td></td> <td>M-F 6-630p</td> <td>6-630p</td> <td>:00</td> <td></td> <td><del>\$650.00</del></td> <td>NM</td> </tr> <tr> <td colspan="11">See MG 18.6,18.7,18.8</td> </tr> <tr> <td>6</td> <td>WPTV</td> <td>Th</td> <td>10/11/12</td> <td>5:54 PM</td> <td>M-F 530-6p</td> <td>530-6p</td> <td>:30</td> <td>LFT105H</td> <td>\$1,600.00</td> <td>NM</td> </tr> <tr> <td colspan="11">MG for 18.5,18.4,9.1,22.1,18.1</td> </tr> <tr> <td>8</td> <td>WPTV</td> <td>Th</td> <td>10/11/12</td> <td>7:01 PM</td> <td>NBC NIGHTLY</td> <td>630-7p</td> <td>:30</td> <td>LFT105H</td> <td>\$2,150.00</td> <td>NM</td> </tr> <tr> <td colspan="11">MG for 18.5,18.4,9.1,22.1,18.1</td> </tr> <tr> <td>5</td> <td>WPTV</td> <td>F</td> <td>10/12/12</td> <td></td> <td>M-F 6-630p</td> <td>6-630p</td> <td>:00</td> <td></td> <td><del>\$650.00</del></td> <td>NM</td> </tr> <tr> <td colspan="11">See MG 18.6,18.7,18.8</td> </tr> <tr> <td>7</td> <td>WPTV</td> <td>F</td> <td>10/12/12</td> <td>6:10 PM</td> <td>M-F 6-630p</td> <td>6-630p</td> <td>:30</td> <td>LFT105H</td> <td>\$1,800.00</td> <td>NM</td> </tr> <tr> <td colspan="11">MG for 18.5,18.4,9.1,22.1,18.1</td> </tr> <!-- Line 19 --> <tr> <td>19</td> <td>10/08/12</td> <td>10/08/12</td> <td>REVOLUTION</td> <td>10-11p</td> <td>M-----</td> <td>:30</td> <td>1</td> <td>\$750.00</td> <td>NM</td> </tr> <tr> <td colspan="10"> <table border="0"> <tr> <td><b>Weeks:</b></td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>10/08/12</td> <td>10/14/12</td> <td>M-----</td> <td>1</td> <td>\$750.00</td> <td colspan="4"></td> </tr> <tr> <td><b>Spots: #</b></td> <td><b>Ch</b></td> <td><b>Day</b></td> <td><b>Air 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6-630p	6-630p	:00		<del>\$650.00</del>	NM	See MG 18.6,18.7,18.8											4	WPTV	Th	10/11/12		M-F 6-630p	6-630p	:00		<del>\$650.00</del>	NM	See MG 18.6,18.7,18.8											6	WPTV	Th	10/11/12	5:54 PM	M-F 530-6p	530-6p	:30	LFT105H	\$1,600.00	NM	MG for 18.5,18.4,9.1,22.1,18.1											8	WPTV	Th	10/11/12	7:01 PM	NBC NIGHTLY	630-7p	:30	LFT105H	\$2,150.00	NM	MG for 18.5,18.4,9.1,22.1,18.1											5	WPTV	F	10/12/12		M-F 6-630p	6-630p	:00		<del>\$650.00</del>	NM	See MG 18.6,18.7,18.8											7	WPTV	F	10/12/12	6:10 PM	M-F 6-630p	6-630p	:30	LFT105H	\$1,800.00	NM	MG for 18.5,18.4,9.1,22.1,18.1											19	10/08/12	10/08/12	REVOLUTION	10-11p	M-----	:30	1	\$750.00	NM	<table border="0"> <tr> <td><b>Weeks:</b></td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>10/08/12</td> <td>10/14/12</td> <td>M-----</td> <td>1</td> <td>\$750.00</td> <td colspan="4"></td> </tr> <tr> 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We warrant that the actual broadcast information shown on this invoice was taken from the program log. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

# INVOICE



Send Payment To:  
**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

<b>Invoice #</b> 310705-1	<b>Invoice Date</b> 10/14/12	<b>Invoice Month</b> October 2012	<b>Invoice Period</b> 10/01/12 - 10/14/12
<b>Advertiser</b> Frankel / Democrat / Congr		<b>Product</b> Frankel for Congress	<b>Estimate Number</b> 11889

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/08/12	10/12/12	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> 10/08/12 10/14/12 MTWTF-- 5 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV M 10/08/12 11:13 PM M-F 11-1135p 11-1135p :30 LFT104H \$600.00 NM 4 WPTV Tu 10/09/12 11:27 PM M-F 11-1135p 11-1135p :30 LFT104H \$600.00 NM 2 WPTV W 10/10/12 11:22 PM M-F 11-1135p 11-1135p :30 LFT105H \$600.00 NM 1 WPTV Th 10/11/12 11:20 PM M-F 11-1135p 11-1135p :30 LFT105H \$600.00 NM 5 WPTV F 10/12/12 11:30 PM M-F 11-1135p 11-1135p :30 LFT105H \$600.00 NM									
25	10/13/12	10/13/12	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> 10/08/12 10/14/12 -----S- 1 \$625.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/13/12 11:27 PM Sa 11-1130p 11-1130p :30 LFT105H \$625.00 NM									
26	10/14/12	10/14/12	1130p-12x After NFL	1130p-12X	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Sa 10/13/12 7:47 AM Sa 7-8a 7-8a :30 LFT105H \$600.00 NM MG for 26.1 10/14 1 WPTV Su 10/14/12 1130p-12x After NFL 1130p-12X :00 <del>\$600.00</del> NM See MG 26.2									
27	10/08/12	10/12/12	TONIGHT SHOW	1135p-1235a	MTWTF--	:30	5	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV M 10/08/12 12:30 AM TONIGHT SHOW 1135p-1235a :30 LFT104H \$225.00 NM 5 WPTV Tu 10/09/12 11:46 PM TONIGHT SHOW 1135p-1235a :30 LFT104H \$225.00 NM 1 WPTV W 10/10/12 11:59 PM TONIGHT SHOW 1135p-1235a :30 LFT105H \$225.00 NM 2 WPTV Th 10/11/12 12:30 AM TONIGHT SHOW 1135p-1235a :30 LFT105H \$225.00 NM 3 WPTV F 10/12/12 12:11 AM TONIGHT SHOW 1135p-1235a :30 LFT105H \$225.00 NM									

**Total Spots 62 Gross Total \$30,955.00**

## Payment Terms 30 Days

**Agency Commission \$4,643.25**  
**Net Amount Due \$26,311.75**