

**Eau Claire Market**  
**WMEQ-AM, WMEQ-FM, WQRB-FM, WBIZ-AM**  
**WBIZ-FM, WATQ-FM, WISM-FM**  
**Pam Szura, Business Mgr**  
**Remit To: iHeartMedia**  
**P.O. Box 847462**  
**Dallas, TX 75284-7472**  
**Phone: 715-830-4000**

**Invoice No: 1018328204**

Stephan and Brady Inc  
Attn: Accounting Department  
1850 Hoffman St  
Madison, WI 53704

Advertiser No.: 589

WI Milk Marketing Board

Order: 1118322447

Co-op: No

Invoice Date: **04/17/2016**

Payment Due: **05/17/2016**

AE: Simonet, Rachel

Billing Type: Broadcast

**Note 1: 2016 WHITE MILK RADIO-WQRB-FM**

**Note 2: WS ORDER NO: 6530**

**CPE /6530**

**Invoice Summary:**

No. of Spots/Misc: 38/0  
Gross Spot Billing: \$854.00  
Agency Commission: \$128.10  
Net Spot Billing: \$725.90

This invoice is in accordance with the official log and the announcements/programs indicated below were aired on the dates and the times shown. Per your advertising agreement, the actual times may have run within 10 minutes of the scheduled time.

Market: Eau Claire

Station: WQRB-FM

Order Line	Days	By Week	Revenue Type	Ordered	Bind To				Rate
1	MTWThF	5	Local Agency-Sales	Commercial	06:00:00-10:00:00				\$31.00
	<u>ISCI / SPOT TITLE</u>			<u>AIRIED</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	03/28/16	07:13 AM	60		\$31.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	03/29/16	08:39 AM	60		\$31.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	03/30/16	09:24 AM	60		\$31.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	03/31/16	07:02 AM	60		\$31.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	04/01/16	08:05 AM	60		\$31.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	04/11/16	09:25 AM	60		\$31.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/12/16	07:27 AM	60		\$31.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	04/12/16	09:44 AM	60		\$31.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	04/14/16	09:49 AM	60		\$31.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	04/15/16	09:24 AM	60		\$31.00
2	MTWThF	4	Local Agency-Sales	Commercial	10:00:00-15:00:00				\$30.00
	<u>ISCI / SPOT TITLE</u>			<u>AIRIED</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	03/28/16	10:38 AM	60		\$30.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	03/29/16	02:45 PM	60		\$30.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	03/30/16	11:44 AM	60		\$30.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/01/16	10:41 AM	60		\$30.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/11/16	02:44 PM	60		\$30.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	04/12/16	11:45 AM	60		\$30.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/14/16	12:27 PM	60		\$30.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	04/15/16	01:40 PM	60		\$30.00
3	MTWThF	4	Local Agency-Sales	Commercial	15:00:00-19:00:00				\$28.00
	<u>ISCI / SPOT TITLE</u>			<u>AIRIED</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	03/28/16	05:25 PM	60		\$28.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	03/29/16	06:42 PM	60		\$28.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	03/30/16	04:25 PM	60		\$28.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	04/01/16	05:24 PM	60		\$28.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	04/11/16	06:24 PM	60		\$28.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/12/16	03:45 PM	60		\$28.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	04/14/16	04:26 PM	60		\$28.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/15/16	05:27 PM	60		\$28.00
4	MTWThFSSn	2	Local Agency-Sales	Commercial	06:00:00-19:00:00				\$0.00
	<u>ISCI / SPOT TITLE</u>			<u>AIRIED</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/02/16	04:22 PM	60		\$0.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/03/16	01:24 PM	60		\$0.00

Invoice: **1018328204**Advertiser: **WI Milk Marketing Board**

Market: Eau Claire		Station: WQRB-FM							
Order Line	Days	By Week	Revenue Type	Ordered	Bind To				Rate
5			SBWMMB1504R / WMMB/Milk and Cookies/60	Commercial	04/11/16	06:15 AM	60		\$0.00
			SBWMMB1508R / WMMB/You Are What You Eat/60	Commercial	04/12/16	02:42 PM	60		\$0.00
	SSn	4	Local Agency-Sales	Commercial	06:00:00-19:00:00				\$10.00
	<u>ISCI / SPOT TITLE</u>			<u>AIRIED</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
			SBWMMB1504R / WMMB/Milk and Cookies/60	Commercial	04/02/16	08:41 AM	60		\$10.00
			SBWMMB1508R / WMMB/You Are What You Eat/60	Commercial	04/02/16	03:28 PM	60		\$10.00
			SBWMMB1501R / WMMB/Spilled Milk/60	Commercial	04/03/16	12:28 PM	60		\$10.00
			SBWMMB1503R / WMMB/Drink Your Milk/60	Commercial	04/03/16	06:42 PM	60		\$10.00
			SBWMMB1501R / WMMB/Spilled Milk/60	Commercial	04/16/16	10:26 AM	60		\$10.00
			SBWMMB1502R / WMMB/Milkin It/60	Commercial	04/16/16	05:30 PM	60		\$10.00
		SBWMMB1503R / WMMB/Drink Your Milk/60	Commercial	04/17/16	04:45 PM	60		\$10.00	
		SBWMMB1504R / WMMB/Milk and Cookies/60	Commercial	04/17/16	05:43 PM	60		\$10.00	
Totals for Station:		WQRB-FM		No. of Spots/Misc: 38/0		Gross Amt:		\$854.00	
Totals for Market:		Eau Claire		No. of Spots/Misc: 38/0		Gross Amt:		\$854.00	
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