

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: 1018328203

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

Advertiser No.: 589

WI Milk Marketing Board

Order: 1118322446

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-WMEQ FM

Note 2: WS ORDER NO: 6529

CPE /6529

Invoice Summary:

No. of Spots/Misc: 34/0
Gross Spot Billing: \$432.00
Agency Commission: \$64.80
Net Spot Billing: \$367.20

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: WMEQ-FM

Order Line	Days	By Week	Revenue Type	Ordered	Bind To				Rate
1	MTWThF	13	Local Agency-Sales	Commercial	06:00:00-19:00:00				\$16.00
	<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	03/28/16	07:59 AM	60		\$16.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	03/28/16	12:50 PM	60		\$16.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	03/28/16	04:54 PM	60		\$16.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	03/29/16	11:45 AM	60		\$16.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	03/29/16	05:46 PM	60		\$16.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	03/30/16	12:49 PM	60		\$16.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	03/30/16	06:49 PM	60		\$16.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	03/31/16	11:55 AM	60		\$16.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	03/31/16	02:15 PM	60		\$16.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	03/31/16	04:53 PM	60		\$16.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	04/01/16	12:53 PM	60		\$16.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	04/01/16	03:17 PM	60		\$16.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/01/16	05:47 PM	60		\$16.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	04/11/16	10:45 AM	60		\$16.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/11/16	04:22 PM	60		\$16.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/12/16	06:15 AM	60		\$16.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	04/12/16	10:49 AM	60		\$16.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	04/12/16	03:42 PM	60		\$16.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/13/16	11:47 AM	60		\$16.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	04/13/16	02:46 PM	60		\$16.00
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/13/16	04:49 PM	60		\$16.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	04/14/16	11:21 AM	60		\$16.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	04/14/16	12:23 PM	60		\$16.00
	SBWMMB1508R / WMMB/You Are What You Eat/60			Commercial	04/14/16	05:50 PM	60		\$16.00
	SBWMMB1507R / WMMB/Milk-isms/The Milk Factor/60			Commercial	04/15/16	10:20 AM	60		\$16.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	04/15/16	01:48 PM	60		\$16.00
2	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>
	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/02/16	03:20 PM	60		\$0.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	04/03/16	11:52 AM	60		\$0.00
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	04/11/16	05:49 PM	60		\$0.00
	SBWMMB1504R / WMMB/Milk and Cookies/60			Commercial	04/12/16	01:41 PM	60		\$0.00
3	SSn	2	Local Agency-Sales	Commercial	06:00:00-19:00:00				\$4.00
	<u>ISCI / SPOT TITLE</u>			<u>AIRIED</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
	SBWMMB1501R / WMMB/Spilled Milk/60			Commercial	04/02/16	01:50 PM	60		\$4.00

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Market: Eau Claire Station: WMEQ-FM

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	SBWMMB1502R / WMMB/Milkin It/60			Commercial	04/16/16	04:52 PM 60	\$4.00
	SBWMMB1503R / WMMB/Drink Your Milk/60			Commercial	04/17/16	01:53 PM 60	\$4.00
Totals for Station:		WMEQ-FM	No. of Spots/Misc: 34/0		Gross Amt:		\$432.00
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