



**KPNX**  
**200 East Van Buren Street**  
**Phoenix, AZ 85004**  
**Main: (602)257-1212**  
**Billing:**

[www.12news.com](http://www.12news.com)

Billing Address:

**Waterfront Strategies / POL**  
**Attention: Accounts Payable**  
**3050 K Street NW Suite 100**  
**Washington, DC 20007**

Send Payment To:

**KPNX**  
**KPNX**  
**PO BOX: 637386**  
**Cincinnati, OH 45263-7386**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1655979-1	09/23/18	September 2018	08/27/18 - 09/17/18

Property	Account Executive	Sales Office	Sales Region
KPNX	Jim Quinn	Telerep Philadel	National

Advertiser	Product	Estimate Number
ISS/ Majority Forward / Vote	MAJ FWRD/VOTE VET AF	

Flight Dates	Order #	Alt Order #
09/14/18 - 09/17/18	1655979	09218299

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
9914573		

Agency Ref	Advertiser Ref
10957AG	111552

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/14/18	09/14/18	M-F 5-530p	5-530p	----F--	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 ----F-- 1 \$5,000.00									
Spots: # <u>Ch</u> <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 KPNX F 09/14/18 5:18 PM M-F 5-530p 5-530p :30 AZVVMF1801H \$5,000.00 NM									
2	09/14/18	09/14/18	12 News Today	6-7a	----F--	: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> 09/10/18 09/16/18 ----F-- 1 \$1,500.00									
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3	09/17/18	09/17/18	12 News Today	6-7a	M-----	: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> 09/17/18 09/23/18 M----- 1 \$1,500.00									
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4	09/15/18	09/15/18	12 News 6pm Saturday	12 News 6pm Satur	-----S-	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 -----S- 1 \$2,500.00									
Spots: # <u>Ch</u> <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 KPNX Sa 09/15/18 6:08 PM 12 News 6pm Saturday 12 News 6pm Satur :30 AZVVMF1801H \$2,500.00 NM									
5	09/14/18	09/14/18	First @ 4	4-5p	----F--	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 ----F-- 1 \$450.00									

Standard Terms: Your purchase of advertising is subject to the TEGNA Media Standard Advertising Terms and Conditions (Standard Terms), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise With Us section under the About tab of Station website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this invoice relates, (ii) the date the campaign contemplated by this invoice first launches, or (iii) the date on which you pay any amounts specified on this invoice. Any claims by Advertiser for a credit related to Campaigns run under this Agreement (e.g., billing disputes, claims that Campaigns ran in the wrong time slot, etc.) must be submitted in writing to Station within ninety (90) days of the invoice date or the claim will be waived. If Advertiser disputes any amounts owed hereunder, Advertiser will pay all amounts not in dispute no later than the due date for the applicable invoice. We warrant that the actual broadcast information shown on this invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA Media and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.



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6	09/15/18	09/15/18	12 News Sat Today	12 News Sat Today	-----S-	:30	2	\$225.00	NM																																																								
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7	09/15/18	09/15/18	12 News Sat Today	12 News Sat Today	-----S-	:30	1	\$400.00	NM																																																								
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8	09/16/18	09/16/18	12 News Sun Today	Various	-----S	:30	3	\$150.00	NM																																																								
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12	09/14/18	09/14/18	American Ninja Warrior	7-9p	----F--	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 ----F-- 2 \$3,000.00									
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13	09/15/18	09/15/18	America's Got Talent	7-9p	-----S-	:30	1	\$4,000.00	NM
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14	09/14/18	09/14/18	Arizona Midday (1-2p)	1-2p	----F--	:30	2	\$100.00	NM
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2	KPNX	F	09/14/18	1:54 PM	Arizona Midday (1-2p)	1-2p	:30	AZVVMF1801H	\$100.00 NM
15	09/17/18	09/17/18	Arizona Midday (1-2p)	1-2p	M-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/18 09/23/18 M----- 1 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KPNX	M	09/17/18	1:46 PM	Arizona Midday (1-2p)	1-2p	:30	AZVVMF1801H	\$100.00 NM
16	09/14/18	09/14/18	Arizona Midday (1-2p)	1-2p	----F--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 ----F-- 1 \$250.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KPNX	F	09/14/18	12:59 PM	Arizona Midday (1-2p)	1-2p	:30	AZVVMF1801H	\$250.00 NM
17	09/17/18	09/17/18	Arizona Midday (1-2p)	1-2p	M-----	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/18 09/23/18 M----- 2 \$250.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KPNX	M	09/17/18	1:14 PM	Arizona Midday (1-2p)	1-2p	:30	AZVVMF1801H	\$250.00 NM
1	KPNX	M	09/17/18	1:38 PM	Arizona Midday (1-2p)	1-2p	:30	AZVVMF1801H	\$250.00 NM
18	09/16/18	09/16/18	Cardinals Locker Room	Cardinals Locker R	-----S	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 -----S 2 \$1,500.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KPNX	Su	09/16/18	9:05 PM	Cardinals Locker Room	Cardinals Locker R	:30	AZVVMF1801H	\$1,500.00 NM

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## INVOICE



Send Payment To:

**KPNX**  
**KPNX**  
**PO BOX: 637386**  
**Cincinnati, OH 45263-7386**

[www.12news.com](http://www.12news.com)

Invoice #	Invoice Date	Invoice Month	Invoice Period
1655979-1	09/23/18	September 2018	08/27/18 - 09/17/18
Advertiser		Product	Estimate Number
ISS/ Majority Forward / Vote		MAJ FWRD/VOTE VET AF	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	09/16/18	09/16/18	Cardinals Locker Room	Cardinals Locker R	-----S	:30	2	\$1,500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KPNX Su 09/16/18 9:26 PM Cardinals Locker Room Cardinals Locker R :30 AZVVMF1801H \$1,500.00 NM									
19	09/14/18	09/14/18	Daily Blast Live	Daily Blast Live	----F--	:30	2	\$125.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/18 09/16/18 ----F-- 2 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KPNX F 09/14/18 12:24 PM Daily Blast Live Daily Blast Live :30 AZVVMF1801H \$125.00 NM 1 KPNX F 09/14/18 1:39 PM Daily Blast Live Daily Blast Live :30 AZVVMF1801H \$125.00 NM									
20	09/17/18	09/17/18	Daily Blast Live	Daily Blast Live	M-----	:30	1	\$125.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/18 09/23/18 M----- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KPNX M 09/17/18 12:24 PM Daily Blast Live Daily Blast Live :30 AZVVMF1801H \$125.00 NM									
21	09/14/18	09/14/18	Dateline	9-10p	----F--	:30	1	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/18 09/16/18 ----F-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KPNX F 09/14/18 9:10 PM Dateline 9-10p :30 AZVVMF1801H \$3,000.00 NM									
22	09/14/18	09/14/18	Days of Our Lives	2-3p	----F--	:30	1	\$250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/18 09/16/18 ----F-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KPNX F 09/14/18 1:59 PM Days of Our Lives 2-3p :30 AZVVMF1801H \$250.00 NM									
23	09/17/18	09/17/18	Days of Our Lives	2-3p	M-----	:30	1	\$250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/18 09/23/18 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KPNX M 09/17/18 2:59 PM Days of Our Lives 2-3p :30 AZVVMF1801H \$250.00 NM									
24	09/16/18	09/16/18	1105p Extra (Sun)	1105pm-1205xm	-----S	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/18 09/16/18 -----S 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KPNX Su 09/16/18 11:34 PM 1105p Extra (Sun) 1105pm-1205xm :30 AZVVMF1801H \$375.00 NM									
25	09/16/18	09/16/18	Football Night in America Various		-----S	:30	2	\$3,150.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/18 09/16/18 -----S 2 \$3,150.00									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
25	09/16/18	09/16/18	Football Night in America Various		-----S	:30	2	\$3,150.00	NM																																																																			
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2	KPNX	Su	09/16/18	4:17 PM	Football Night in America	Various	:30	AZVVMF1801H	\$3,150.00	NM																																																																		
26	09/14/18	09/14/18	Late Night	1135p-1235a	----F--	:30	1	\$200.00	NM																																																																			
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27	09/17/18	09/17/18	Late Night	1135p-1235a	M-----	:30	1	\$200.00	NM																																																																			
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1	KPNX	M	09/17/18	12:34 AM	Late Night	1135p-1235a	:30	AZVVMF1801H	\$200.00	NM																																																																		
28	09/14/18	09/14/18	Live with Kelly	10-11a	----F--	:30	2	\$275.00	NM																																																																			
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2	KPNX	F	09/14/18	10:59 AM	Live with Kelly	10-11a	:30	AZVVMF1801H	\$275.00	NM																																																																		
29	09/17/18	09/17/18	Live with Kelly	10-11a	M-----	:30	2	\$275.00	NM																																																																			
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30	09/16/18	09/16/18	Meet the Press	Meet the Press	-----S	:30	1	\$1,500.00	NM																																																																			
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1	KPNX	Su	09/16/18	6:59 AM	Meet the Press	Meet the Press	:30	AZVVMF1801H	\$1,500.00	NM																																																																		
31	09/15/18	09/15/18	NBC Today Show (Sat)	NBC Saturday Today	-----S-	:30	2	\$350.00	NM																																																																			
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**Cincinnati, OH 45263-7386**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1655979-1	09/23/18	September 2018	08/27/18 - 09/17/18
Advertiser	Product	Estimate Number	
ISS/ Majority Forward / Vote	MAJ FWRD/VOTE VET AF		

[www.12news.com](http://www.12news.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	09/15/18	09/15/18	NBC Today Show (Sat)	NBC Saturday Tod	-----S-	:30	2	\$350.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KPNX Sa 09/15/18 5:52 AM NBC Today Show (Sat) NBC Saturday Tod :30 AZVVMF1801H \$350.00 NM									
2 KPNX Sa 09/15/18 6:29 AM NBC Today Show (Sat) NBC Saturday Tod :30 AZVVMF1801H \$350.00 NM									
32	09/16/18	09/16/18	NBC Today Show (Su)	NBC Sun Today Sh	-----S	:30	1	\$175.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/18 09/16/18 -----S 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KPNX Su 09/16/18 5:59 AM NBC Today Show (Su) NBC Sun Today Sh :30 AZVVMF1801H \$175.00 NM									
33	09/15/18	09/15/18	Soccer	Various	-----S-	:30	2	\$150.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/18 09/16/18 -----S- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 KPNX Sa 09/15/18 10:21 AM Soccer Various :30 AZVVMF1801H \$150.00 NM									
1 KPNX Sa 09/15/18 10:31 AM Soccer Various :30 AZVVMF1801H \$150.00 NM									
34	09/16/18	09/16/18	Sunday Square Off	8-830a	-----S	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/18 09/16/18 -----S 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KPNX Su 09/16/18 8:07 AM Sunday Square Off 8-830a :30 AZVVMF1801H \$400.00 NM									
35	09/17/18	09/17/18	Today Show	7-9a	M-----	:30	1	\$550.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/18 09/23/18 M----- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KPNX M 09/17/18 7:29 AM Today Show 7-9a :30 AZVVMF1801H \$550.00 NM									
36	09/14/18	09/14/18	Today Show 2	9-10a	----F--	:30	1	\$325.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/18 09/16/18 ----F-- 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KPNX F 09/14/18 9:33 AM Today Show 2 9-10a :30 AZVVMF1801H \$325.00 NM									
37	09/17/18	09/17/18	Today Show 2	9-10a	M-----	:30	2	\$325.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/18 09/23/18 M----- 2 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KPNX M 09/17/18 9:33 AM Today Show 2 9-10a :30 AZVVMF1801H \$325.00 NM									
2 KPNX M 09/17/18 9:56 AM Today Show 2 9-10a :30 AZVVMF1801H \$325.00 NM									
38	09/17/18	09/17/18	Today Show 3	11a-12p	M-----	:30	1	\$225.00	NM

Standard Terms: Your purchase of advertising is subject to the TEGNA Media Standard Advertising Terms and Conditions (Standard Terms), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise With Us section under the About tab of Station website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this invoice relates, (ii) the date the campaign contemplated by this invoice first launches, or (iii) the date on which you pay any amounts specified on this invoice. Any claims by Advertiser for a credit related to Campaigns run under this Agreement (e.g., billing disputes, claims that Campaigns ran in the wrong time slot, etc.) must be submitted in writing to Station within ninety (90) days of the invoice date or the claim will be waived. If Advertiser disputes any amounts owed hereunder, Advertiser will pay all amounts not in dispute no later than the due date for the applicable invoice. We warrant that the actual broadcast information shown on this invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA Media and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.



Send Payment To:

**KPNX**  
**KPNX**  
**PO BOX: 637386**  
**Cincinnati, OH 45263-7386**

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Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/18 09/23/18 M----- 1 \$225.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KPNX	M	09/17/18	11:34 AM	Today Show 3	11a-12p	:30	AZVVMF1801H	\$225.00 NM
39	09/14/18	09/14/18	M-F 430-5a	430-5a	----F--	:30	1	\$0.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 ----F-- 1 \$0.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KPNX	F	09/14/18	4:53 AM	M-F 430-5a	430-5a	:30	AZVVMF1801H	\$0.00 NM
40	09/14/18	09/14/18	12 News Today	530-6a	----F--	:30	1	\$0.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/18 09/16/18 ----F-- 1 \$0.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KPNX	F	09/14/18	5:28 AM	12 News Today	530-6a	:30	AZVVMF1801H	\$0.00 NM
<u>Total Spots</u>							<b>54</b>		

## Include Invoice # on Check - Payment Terms 30 Days

<u>Gross Total</u>	<b>\$43,975.00</b>
<u>Agency Commission</u>	<b>\$6,596.25</b>
<u>Net Amount Due</u>	<b>\$37,378.75</b>
<b>Tax 0.5%</b>	<b>\$186.89</b>
<u>Amount Due</u>	<b>\$37,565.64</b>

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