



WISN TV
759 N. 19th Street
Milwaukee, WI 53233
Main: (414)342-8812
Billing: (781)433-4283

www.wisn.com

Billing Address:

White Rice Advertising & PR
Attention: Accounts Payable
W156N11355 Pilgrim Road
Germantown, WI 53022

Send Payment To:

WISN TV
PO Box 90031
Prescott, AZ 86304-9031

DUPLICATE INVOICE

Property	WISN		
Invoice #	1991389-1	Order #	1991389
Invoice Date	03/29/20	Alt Order #	
Invoice Month	March 2020	Deal #	
Invoice Period	02/24/20 - 03/29/20	Flight Dates	03/23/20 - 04/07/20
Advertiser	Gabler/NP/Judge		
Product	Spring Election 2020		
Estimate #	Spring Election 2020		
Account Executive	Shelley Peters		
Sales Office	Milwaukee		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref			
Advertiser Ref			
Product 1			
Product 2			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	03/24/20	03/29/20	News M-F 5a	5-6A	--WTF--	:30	3	\$240.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	--WTF--	3	\$240.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
7	WISN	W	03/25/20	5:10 AM	News M-F 5a	5-6A	:30	JDG0320301	\$240.00 NM
6	WISN	W	03/25/20	5:27 AM	News M-F 5a	5-6A	:30	JDG0320301	\$240.00 NM
8	WISN	Th	03/26/20	5:57 AM	News M-F 5a	5-6A	:30	JDG0320301	\$240.00 NM
2	03/25/20	03/29/20	News M-F 6a	6-7A	--WTF--	:30	3	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	--WTF--	3	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	WISN	W	03/25/20	6:53 AM	News M-F 6a	6-7A	:30	JDG0320301	\$550.00 NM
6	WISN	Th	03/26/20	6:17 AM	News M-F 6a	6-7A	:30	JDG0320301	\$550.00 NM
7	WISN	Th	03/26/20	6:43 AM	News M-F 6a	6-7A	:30	JDG0320301	\$550.00 NM
3	03/24/20	03/29/20	Good Morning America	7-9a	--WTF--	:30	3	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	--WTF--	3	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
7	WISN	W	03/25/20	7:49 AM	Good Morning America	7-9a	:30	JDG0320301	\$550.00 NM
8	WISN	W	03/25/20	7:59 AM	Good Morning America	7-9a	:30	JDG0320301	\$550.00 NM
6	WISN	Th	03/26/20	8:29 AM	Good Morning America	7-9a	:30	JDG0320301	\$550.00 NM
5	03/23/20	04/05/20	News Sat 7-9a	7-9am	-----1-	:30	1	\$290.00	NM
Class of Time - Pre-emptible with notice									

This invoice is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

We warrant that the actual broadcast information shown on this invoice was taken from the program log

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

DUPLICATE INVOICE

Send Payment To:



WISN TV
PO Box 90031
Prescott, AZ 86304-9031

Invoice #	1991389-1	Invoice Month	March 2020
Invoice Date	03/29/20	Invoice Period	02/24/20 - 03/29/20
Advertiser	Gabler/NP/Judge		
Product	Spring Election 2020		
Estimate #	Spring Election 2020		

www.wisn.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	03/23/20	04/05/20	News Sat 7-9a	7-9am	-----1-	:30	1	\$290.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	-----1-	1	\$290.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WISN	Sa	03/28/20	7:41 AM	News Sat 7-9a	7-9am	:30	JDG0320301	\$290.00 NM
6	03/23/20	04/05/20	Sun GMA	6-7a	-----1	:30	1	\$220.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	-----1	1	\$220.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WISN	Su	03/29/20	6:27 AM	Sun GMA	6-7a	:30	JDG0320301	\$220.00 NM
7	03/23/20	03/29/20	News Sun 7-9a	7-9am	-----1	:30	1	\$270.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	-----1	1	\$270.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WISN	Su	03/29/20	8:58 AM	News Sun 7-9a	7-9am	:30	JDG0320301	\$270.00 NM
8	03/23/20	03/29/20	News M-F 5p	5-530pm	--WTF--	:30	2	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	--WTF--	2	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WISN	W	03/25/20		News M-F 5p	5-530pm	:00		\$750.00 NM
See MG 8.7									
6	WISN	Th	03/26/20	5:22 PM	News M-F 5p	5-530pm	:30	JDG0320301	\$750.00 NM
7	WISN	F	03/27/20	5:28 PM	News M-F 5p	5-530pm	:30	JDG0320301	\$750.00 NM
MG for 8.5 03/25 Breaking News/Covid-19									
9	03/23/20	03/29/20	News M-F 6p	6-630pm	--WTF--	:30	2	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	03/23/20	03/29/20	--WTF--	2	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WISN	W	03/25/20	6:13 PM	News M-F 6p	6-630pm	:30	JDG0320301	\$1,000.00 NM
6	WISN	W	03/25/20	6:29 PM	News M-F 6p	6-630pm	:30	JDG0320301	\$1,000.00 NM
Total Spots							16		

Payment Terms 30 Days

Gross Total **\$8,300.00**

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Advertiser	Gabler/NP/Judge		
Product	Spring Election 2020		
Estimate #	Spring Election 2020		

Agency Commission **\$1,245.00**

Net Amount Due **\$7,055.00**

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