



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Adelstein/Liston
Attention: Accounts Payable
222 West Ontario
Suite 600
Chicago, IL 60610

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963706-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Scott Barsky	Eagle-Chicago	National

Advertiser	Product	Estimate Number
Bera/D/Congress	CONGRESS(D) #3337	

Flight Dates	Order #	Alt Order #
10/16/12 - 10/21/12	963706	07911950

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	BERA	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/19/12	KCRA-TV News at 6am	5:58am-7:00am	-TWTF--	:30	3	\$1,500.00	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>				
	10/15/12	10/21/12	-TWTF--	3	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/17/12	6:00 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	BERA0830H	\$1,500.00 NM
2	KCRA	Th	10/18/12	5:59 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	BERA0930H	\$1,500.00 NM
3	KCRA	F	10/19/12	6:59 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	BERA0930H	\$1,500.00 NM
2	10/16/12	10/19/12	NBC Today Show	7:00am-9:00am	-TWTF--	:30	3	\$1,500.00	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>				
	10/15/12	10/21/12	-TWTF--	3	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Tu	10/16/12	7:26 AM	NBC Today Show	7:00am-9:00am	:30	BERA0830H	\$1,500.00 NM
2	KCRA	W	10/17/12	8:30 AM	NBC Today Show	7:00am-9:00am	:30	BERA0830H	\$1,500.00 NM
3	KCRA	F	10/19/12	8:27 AM	NBC Today Show	7:00am-9:00am	:30	BERA0930H	\$1,500.00 NM
3	10/21/12	10/21/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	2	\$650.00	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>				
	10/15/12	10/21/12	-----S	2	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	10/21/12	9:24 AM	KCRA-TV News at 7am	News at 7:00am	:30	BERA0930H	\$650.00 NM
2	KCRA	Su	10/21/12	9:57 AM	KCRA-TV News at 7am	News at 7:00am	:30	BERA0830H	\$650.00 NM
4	10/16/12	10/19/12	KATIE EF	KATIE EF	-TWTF--	:30	3	\$700.00	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>				
	10/15/12	10/21/12	-TWTF--	3	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/17/12	3:48 PM	KATIE EF	KATIE EF	:30	BERA0830H	\$700.00 NM
2	KCRA	Th	10/18/12	3:23 PM	KATIE EF	KATIE EF	:30	BERA0930H	\$700.00 NM
3	KCRA	F	10/19/12	3:56 PM	KATIE EF	KATIE EF	:30	BERA0930H	\$700.00 NM
5	10/16/12	10/19/12	M-F 4-5p	4-5p	-TWTF--	:30	3	\$900.00	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>				
	10/15/12	10/21/12	-TWTF--	3	\$900.00				
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This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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PO Box 26861
Lehigh Valley, PA 18002-6861

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8	10/16/12	10/19/12	ACESS HOLLYWOOD A(7:01pm-7:30pm/7:3 Class of Time - Pre-emptible with notice	7:01pm-7:30pm/7:3	--WTF--	:30	1	\$1,500.00	NM																																																								
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10	10/17/12	10/17/12	LAW & ORDER SVU Class of Time - Pre-emptible with notice	9:01pm-10pm	--W----	:30	1	\$4,000.00	NM																																																								
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11	10/16/12	10/19/12	NBC Tonight Show Class of Time - Pre-emptible with notice	11:36pm-12:35am	-TWTF--	:30	3	\$1,000.00	NM																																																								
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3	KCRA	F	10/19/12	12:31 AM	NBC Tonight Show	11:36pm-12:35am	:30	BERA0930H	\$1,000.00	NM																																																							
12	10/16/12	10/19/12	Late Night w/Jimmy F Class of Time - Pre-emptible with notice	12:36am-1:36am	-TWTF--	:30	4	\$600.00	NM																																																								
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/15/12</td><td>10/21/12</td><td>-TWTF--</td><td>4</td><td>\$600.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>KCRA</td><td>Tu</td><td>10/16/12</td><td>1:12 AM</td><td>Late Night w/Jimmy F</td><td>12:36am-1:36am</td><td>:30</td><td>BERA0830H</td><td>\$600.00</td><td>NM</td></tr><tr><td>2</td><td>KCRA</td><td>W</td><td>10/17/12</td><td>1:16 AM</td><td>Late Night w/Jimmy F</td><td>12:36am-1:36am</td><td>:30</td><td>BERA0830H</td><td>\$600.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/15/12	10/21/12	-TWTF--	4	\$600.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KCRA	Tu	10/16/12	1:12 AM	Late Night w/Jimmy F	12:36am-1:36am	:30	BERA0830H	\$600.00	NM	2	KCRA	W	10/17/12	1:16 AM	Late Night w/Jimmy F	12:36am-1:36am	:30	BERA0830H	\$600.00	NM											
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																												
	10/15/12	10/21/12	-TWTF--	4	\$600.00																																																												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																							
1	KCRA	Tu	10/16/12	1:12 AM	Late Night w/Jimmy F	12:36am-1:36am	:30	BERA0830H	\$600.00	NM																																																							
2	KCRA	W	10/17/12	1:16 AM	Late Night w/Jimmy F	12:36am-1:36am	:30	BERA0830H	\$600.00	NM																																																							

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Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963706-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Bera/D/Congress	CONGRESS(D) #3337		

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/16/12	10/19/12	Late Night w/Jimmy F	12:36am-1:36am	-TWTF--	:30	4	\$600.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	KCRA	Th	10/18/12	1:30 AM	Late Night w/Jimmy F	12:36am-1:36am	:30	BERA0930H	\$600.00 NM
4	KCRA	F	10/19/12	1:21 AM	Late Night w/Jimmy F	12:36am-1:36am	:30	BERA0930H	\$600.00 NM
13	10/16/12	10/19/12	M-F 9am-10am	9:00am-10:00am	-TWTF--	:30	3	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	3	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Tu	10/16/12	9:55 AM	M-F 9am-10am	9:00am-10:00am	:30	BERA0830H	\$550.00 NM
2	KCRA	W	10/17/12	9:35 AM	M-F 9am-10am	9:00am-10:00am	:30	BERA0830H	\$550.00 NM
3	KCRA	Th	10/18/12	9:57 AM	M-F 9am-10am	9:00am-10:00am	:30	BERA0930H	\$550.00 NM
14	10/16/12	10/19/12	NBC Today Show II	10:00am-11:00am	-TWTF--	:30	3	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	3	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/17/12	10:59 AM	NBC Today Show II	10:00am-11:00am	:30	BERA0830H	\$450.00 NM
2	KCRA	Th	10/18/12	10:29 AM	NBC Today Show II	10:00am-11:00am	:30	BERA0930H	\$450.00 NM
3	KCRA	F	10/19/12	10:51 AM	NBC Today Show II	10:00am-11:00am	:30	BERA0930H	\$450.00 NM
15	10/16/12	10/19/12	KCRA-TV News at Noon	11:58am-1:00pm	-TWTF--	:30	2	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	2	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	Th	10/18/12	12:43 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	BERA0930H	\$650.00 NM
1	KCRA	F	10/19/12	12:55 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	BERA0930H	\$650.00 NM
16	10/16/12	10/19/12	Days of Our Lives	1:01pm-2pm	-TWTF--	:30	3	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	3	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/17/12	1:47 PM	Days of Our Lives	1:01pm-2pm	:30	BERA0830H	\$700.00 NM
2	KCRA	Th	10/18/12	1:42 PM	Days of Our Lives	1:01pm-2pm	:30	BERA0930H	\$700.00 NM
3	KCRA	F	10/19/12	2:00 PM	Days of Our Lives	1:01pm-2pm	:30	BERA0930H	\$700.00 NM
17	10/16/12	10/19/12	ANDERSON COOPER D.11AM TO 12PM		-TWTF--	:30	3	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	3	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	10/17/12	11:29 AM	ANDERSON COOPER DAY	11AM TO 12PM	:30	BERA0830H	\$450.00 NM
2	KCRA	Th	10/18/12	11:34 AM	ANDERSON COOPER DAY	11AM TO 12PM	:30	BERA0930H	\$450.00 NM
3	KCRA	F	10/19/12	11:29 AM	ANDERSON COOPER DAY	11AM TO 12PM	:30	BERA0930H	\$450.00 NM
18	10/20/12	10/20/12	Notre Dame Football	VARIOUS	-----S-	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S-	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Sa	10/20/12	2:11 PM	Notre Dame Football	VARIOUS	:30	BERA0930H	\$1,500.00 NM
2	KCRA	Sa	10/20/12	4:00 PM	Notre Dame Football	VARIOUS	:30	BERA0930H	\$1,500.00 NM
19	10/21/12	10/21/12	HOLLYSCOOP	3-330p	-----S	:30	1	\$75.00	NM

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INVOICE

DUPLICATE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963706-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Bera/D/Congress	CONGRESS(D) #3337		

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	10/21/12	3:15 PM	HOLLYSCOOP	3-330p	:30	BERA0930H	\$75.00 NM

Total Spots **45**

Payment Terms 30 Days

<u>Gross Total</u>	\$46,125.00
<u>Agency Commission</u>	\$6,918.75
<u>Net Amount Due</u>	\$39,206.25