



WKCF Estrella TV
1021 N Wymore Rd.
Winter Park, FL 32789
Main: (407)645-2222
Billing: (407)389-7661

DUPLICATE INVOICE

Property	GKCFET		
Invoice #	1978587-1	Order #	1978587
Invoice Date	02/09/20	Alt Order #	00074568
Invoice Month	February 2020	Deal #	
Invoice Period	01/27/20 - 02/07/20	Flight Dates	02/03/20 - 02/07/20
Advertiser	Bloomberg/D/President		
Product	MIKE BLOOMBERG 2020		
Estimate #	0122		
Account Executive	Adam Lichtiger		
Sales Office	Estrella National		
Sales Region	National		
Agency Code	1939		
Advertiser Code	MBLM		
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	ASSEMBLY		
Advertiser Ref			
Product 1	MBLM		
Product 2			

Billing Address:

Assembly
Attention: Accounts Payable
711 3rd Ave
3rd Floor
New York, NY 10017

Send Payment To:

WKCF Estrella TV
PO Box 90029
Prescott, AZ 86304-9029
FIYY # 43-1016745

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	02/03/20	02/07/20	M-F 6-7P	M-F 6-7P	MTWTF--	:30	4	\$55.00	NM
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>				
	02/03/20	02/09/20	MTWTF--	4	\$55.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WKCFE	M	02/03/20	6:28 PM	M-F 6-7P	M-F 6-7P	:30	MRBPEL3001EH	\$55.00 NM
4	WKCFE	W	02/05/20	6:47 PM	M-F 6-7P	M-F 6-7P	:30	MRBPEL3001EH	\$55.00 NM
1	WKCFE	Th	02/06/20	6:38 PM	M-F 6-7P	M-F 6-7P	:30	MRBPEL3001EH	\$55.00 NM
3	WKCFE	F	02/07/20	6:13 PM	M-F 6-7P	M-F 6-7P	:30	MRBPEL3001EH	\$55.00 NM
2	02/03/20	02/06/20	M-TH 11P-1130P	11P-1130P	MTWT---	:30	3	\$40.00	NM
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>				
	02/03/20	02/09/20	MTWT---	3	\$40.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WKCFE	M	02/03/20	11:14 PM	M-TH 11P-1130P	11P-1130P	:30	MRBPEL3001EH	\$40.00 NM
1	WKCFE	Tu	02/04/20	11:14 PM	M-TH 11P-1130P	11P-1130P	:30	MRBPEL3001EH	\$40.00 NM
3	WKCFE	Th	02/06/20	11:25 PM	M-TH 11P-1130P	11P-1130P	:30	MRBPEL3001EH	\$40.00 NM
3	02/04/20	02/07/20	M-F 5-530pm	M-F 5-530pm	-TWTF--	:30	5	\$70.00	NM
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>				
	02/03/20	02/09/20	-TWTF--	5	\$70.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WKCFE	Tu	02/04/20	5:14 PM	M-F 5-530pm	M-F 5-530pm	:30	MRBPEL3001EH	\$70.00 NM
2	WKCFE	W	02/05/20		M-F 5-530pm	M-F 5-530pm	:00		\$70.00 NM
Unresolved									
5	WKCFE	W	02/05/20	5:25 PM	M-F 5-530pm	M-F 5-530pm	:30	MRBPEL3001EH	\$70.00 NM

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.



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PO Box 90029
Prescott, AZ 86304-9029
FIYY # 43-1016745

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Advertiser	Bloomberg/D/President		
Product	MIKE BLOOMBERG 2020		
Estimate #	0122		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	02/04/20	02/07/20	M-F 5-530pm	M-F 5-530pm	- TWTF - -	:30	5	\$70.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WKCFE	Th	02/06/20	5:26 PM	M-F 5-530pm	M-F 5-530pm	:30	MRBPEL3001EH	\$70.00 NM
4	WKCFE	F	02/07/20	5:28 PM	M-F 5-530pm	M-F 5-530pm	:30	MRBPEL3001EH	\$70.00 NM
4	02/04/20	02/07/20	M-F 5:30 -6P	M-F 5:30 -6P	- TWTF - -	:30	3	\$70.00	NM
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>				
	02/03/20	02/09/20	- TWTF - -	3	\$70.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WKCFE	Tu	02/04/20	5:56 PM	M-F 5:30 -6P	M-F 5:30 -6P	:30	MRBPEL3001EH	\$70.00 NM
2	WKCFE	W	02/05/20	5:56 PM	M-F 5:30 -6P	M-F 5:30 -6P	:30	MRBPEL3001EH	\$70.00 NM
3	WKCFE	Th	02/06/20	5:56 PM	M-F 5:30 -6P	M-F 5:30 -6P	:30	MRBPEL3001EH	\$70.00 NM
5	02/04/20	02/07/20	M-F 11P-12A	M-F 11P-12A	- TWTF - -	:30	1	\$35.00	NM
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>				
	02/03/20	02/09/20	- TWTF - -	1	\$35.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WKCFE	Tu	02/04/20	11:52 PM	M-F 11P-12A	M-F 11P-12A	:30	MRBPEL3001EH	\$35.00 NM
<u>Total Spots</u>							15		

Payment Terms 30 Days

<u>Gross Total</u>	\$865.00
<u>Agency Commission</u>	\$129.75
<u>Net Amount Due</u>	\$735.25

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