

**INVOICE**

Invoice Number: INV-90433990  
Invoice Date: 25-OCT-2020  
Order Number: 11339400  
Page: REMITTANCE

**BILL TO :****SADLER STRATEGIC MEDIA/ADLINK**

Attn: Sheri Sadler Wolf

12103 Viewcrest Rd  
Studio City, CA 91604

AGENCY	AGENCY NO.	AE NAME	AE NO.
Sadler Strategic Media/Adlink	000195109	Jeffrey Keys	JKEYS
CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
ISS/Yes on 19: Coalition of Firefighter	900066192	09-28-20 - 10-25-20	OCTOBER

**PLEASE REFERENCE YOUR PAYMENT TO THE INVOICE NUMBER ABOVE**

<b>AIRTIME TOTAL :</b>	<b>\$ 329250.00</b>
Agency Commission :	\$ 49387.50
<b>NET TOTAL :</b>	<b>\$ 279862.50</b>
Prepayments :	\$ 279862.50
<b>BALANCE DUE :</b>	<b>\$ 0.00</b>

**PLEASE REMIT TO :**

SPECTRUM REACH

PO Box 846888

Los Angeles, CA 90084-6888

Questions

877-286-7117

We accept VISA, MC, DISC &amp; AMEX at:

<https://westpayments.spectrumreach.com>**Payment Terms: Political CIA**

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<b>AGENCY</b>	<b>AGENCY NO.</b>	<b>AE NAME</b>	<b>AE NO.</b>
Sadler Strategic Media/Adlink	000195109	Jeffrey Keys	JKEYS
<b>CUSTOMER</b>	<b>CUSTOMER NO.</b>	<b>BILLING CYCLE</b>	<b>MONTH</b>
ISS/Yes on 19: Coalition of Firefighter	900066192	09-28-20 - 10-25-20	OCTOBER

**INVOICE SUMMARY SECTION**

Line Start	Line End	Line No.	Time Period	Network	Reg/Ret	Syscode	No. of Spots Ordered	No. of Spots Aired	Spot Rate	Gross Total
							N	M		
<b>Order No. : 11339400</b>		<b>Contract No. : 513247</b>		<b>PO No. : yes 19</b>		<b>Package : N/A</b>		<b>Ext. Order : N/A</b>		
<b>Reference No. : N/A</b>		<b>Estimate No. : 2424</b>		<b>AE Name : Jeffrey Keys</b>		<b>Product : Yes on 19: Coalition of</b>		<b>Ext. Client : Yes on 19: Coalition of</b>		
10-05-2020	10-11-2020	1	UD: 16:00-19:00	MNBC	LAI	1309	5	5	\$ 4500.00	\$ 22500.00
10-12-2020	10-18-2020	2	UD: 16:00-19:00	MNBC	LAI	1309	3	3	\$ 4500.00	\$ 13500.00
10-19-2020	10-25-2020	3	UD: 16:00-19:00	MNBC	LAI	1309	12	12	\$ 4500.00	\$ 54000.00
10-19-2020	10-25-2020	3	UD: 16:00-19:00	MNBC	LAI	1309	1	1	\$ 4500.00	\$ 4500.00
10-05-2020	10-11-2020	4	UD: 19:00-24:00	MNBC	LAI	1309	11	11	\$ 5250.00	\$ 57750.00
10-12-2020	10-18-2020	5	UD: 19:00-24:00	MNBC	LAI	1309	6	6	\$ 5250.00	\$ 31500.00
10-19-2020	10-25-2020	6	UD: 19:00-24:00	MNBC	LAI	1309	12	12	\$ 5250.00	\$ 63000.00
10-12-2020	10-18-2020	7	UD: 16:00-19:00	MNBC	LAI	1309	2	2	\$ 4500.00	\$ 9000.00
10-12-2020	10-18-2020	8	UD: 19:00-24:00	MNBC	LAI	1309	4	4	\$ 5250.00	\$ 21000.00
10-19-2020	10-25-2020	9	UD: 19:00-24:00	MNBC	LAI	1309	2	2	\$ 5250.00	\$ 10500.00
10-19-2020	10-25-2020	10	UD: 16:00-19:00	MNBC	LAI	1309	3	3	\$ 4500.00	\$ 13500.00
10-19-2020	10-25-2020	10	UD: 16:00-19:00	MNBC	LAI	1309	4	4	\$ 4500.00	\$ 18000.00
10-19-2020	10-25-2020	11	UD: 19:00-24:00	MNBC	LAI	1309	1	1	\$ 5250.00	\$ 5250.00
10-19-2020	10-25-2020	11	UD: 19:00-24:00	MNBC	LAI	1309	1	1	\$ 5250.00	\$ 5250.00
<b>Order # 11339400 Total :</b>							<b>67</b>	<b>67</b>	<b>\$ 329250.00</b>	
<b>Current Billing Cycle Totals :</b>							<b>67</b>	<b>67</b>	<b>\$ 329250.00</b>	

TIME PERIOD DEFINITION: D=DAYPART, UD=USER DAYPART, P=PROGRAM, PG=PROGRAM GROUP, TV=TV PROGRAM.

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**COMMERCIAL SUMMARY TOTALS**

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Spot ID	Spot Title	Networks	Total Spots	Total Cost
SRBEC474	PROP19CATV2003H	MNBC	67	\$ 329250.00
<b>Commercial Summary Totals :</b>			<b>67</b>	<b>\$ 329250.00</b>

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**PLEASE SEE AFFIDAVIT TIME CHARGES SECTION STARTING ON PAGE A-1**

# AFFIDAVIT OF PERFORMANCE

Page A-1  
**Invoice No** : INV-90433990  
**Print Date** : 28 Oct 2020  
**Bill Cycle** : 2020-10-25

<b>Customer:</b> 900066192 - ISS/Yes on 19: Coalition of Firefighter		<b>Order No:</b> 11339400		<b>Salesperson:</b> JKEYS - Jeffrey Keys	
<b>PO No:</b> yes 19		<b>Contract No:</b> 513247		<b>Reference No:</b>	
<b>External Order No:</b>		<b>External Client:</b> Yes on 19: Coalition of		<b>Estimate:</b> 2424	
<b>Billing Cycle:</b> OCTOBER		<b>Billing Dates:</b> 2020-09-28 - 2020-10-25		<b>Actual Dates:</b> 2020-10-05 - 2020-11-01	

**Notes:**

Line	RU/Reg	Syscode	Network	Date	Time	Spot Title	Program	Length	Charged
1	LAI	1309	MNBC	10-05-20	5:48 pm	PROP19CATV2003H	Decision 2020	30	\$4500.00
4	LAI	1309	MNBC	10-06-20	8:31 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
4	LAI	1309	MNBC	10-06-20	11:30 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
4	LAI	1309	MNBC	10-08-20	9:40 pm	PROP19CATV2003H	The Rachel	30	\$5250.00
1	LAI	1309	MNBC	10-09-20	4:40 pm	PROP19CATV2003H	The ReidOut	30	\$4500.00
4	LAI	1309	MNBC	10-09-20	7:34 pm	PROP19CATV2003H	The Last Word	30	\$5250.00
4	LAI	1309	MNBC	10-09-20	8:32 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
4	LAI	1309	MNBC	10-09-20	10:34 pm	PROP19CATV2003H	The Last Word	30	\$5250.00
1	LAI	1309	MNBC	10-10-20	5:31 pm	PROP19CATV2003H	The Week with	30	\$4500.00
4	LAI	1309	MNBC	10-10-20	7:23 pm	PROP19CATV2003H	American	30	\$5250.00
4	LAI	1309	MNBC	10-10-20	10:30 pm	PROP19CATV2003H	Dateline	30	\$5250.00
1	LAI	1309	MNBC	10-11-20	4:26 pm	PROP19CATV2003H	American	30	\$4500.00
1	LAI	1309	MNBC	10-11-20	6:32 pm	PROP19CATV2003H	The Week with	30	\$4500.00
4	LAI	1309	MNBC	10-11-20	7:31 pm	PROP19CATV2003H	American	30	\$5250.00
4	LAI	1309	MNBC	10-11-20	9:24 pm	PROP19CATV2003H	The Week with	30	\$5250.00
4	LAI	1309	MNBC	10-11-20	10:29 pm	PROP19CATV2003H	Dateline	30	\$5250.00
7	LAI	1309	MNBC	10-12-20	5:35 pm	PROP19CATV2003H	All In With	30	\$4500.00
8	LAI	1309	MNBC	10-12-20	11:30 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
2	LAI	1309	MNBC	10-14-20	4:46 pm	PROP19CATV2003H	The ReidOut	30	\$4500.00
7	LAI	1309	MNBC	10-14-20	6:44 pm	PROP19CATV2003H	The Rachel	30	\$4500.00
8	LAI	1309	MNBC	10-14-20	7:37 pm	PROP19CATV2003H	The Last Word	30	\$5250.00
5	LAI	1309	MNBC	10-15-20	7:34 pm	PROP19CATV2003H	The Last Word	30	\$5250.00
8	LAI	1309	MNBC	10-15-20	9:44 pm	PROP19CATV2003H	The Rachel	30	\$5250.00
2	LAI	1309	MNBC	10-17-20	5:27 pm	PROP19CATV2003H	The Week with	30	\$4500.00
5	LAI	1309	MNBC	10-17-20	8:27 pm	PROP19CATV2003H	The Week with	30	\$5250.00
5	LAI	1309	MNBC	10-17-20	9:28 pm	PROP19CATV2003H	The Week with	30	\$5250.00
8	LAI	1309	MNBC	10-17-20	10:31 pm	PROP19CATV2003H	Dateline Extra	30	\$5250.00
5	LAI	1309	MNBC	10-17-20	11:29 pm	PROP19CATV2003H	Dateline	30	\$5250.00
2	LAI	1309	MNBC	10-18-20	5:28 pm	PROP19CATV2003H	The Week with	30	\$4500.00
5	LAI	1309	MNBC	10-18-20	10:30 pm	PROP19CATV2003H	Dateline	30	\$5250.00
5	LAI	1309	MNBC	10-18-20	11:24 pm	PROP19CATV2003H	Dateline	30	\$5250.00
3	LAI	1309	MNBC	10-19-20	4:40 pm	PROP19CATV2003H	The ReidOut	30	\$4500.00
10	LAI	1309	MNBC	10-19-20	5:32 pm	PROP19CATV2003H	All In With	30	\$4500.00
3	LAI	1309	MNBC	10-19-20	6:53 pm	PROP19CATV2003H	The Rachel	30	\$4500.00
11	LAI	1309	MNBC	10-19-20	8:41 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
9	LAI	1309	MNBC	10-19-20	9:37 pm	PROP19CATV2003H	The Rachel	30	\$5250.00
10	LAI	1309	MNBC	10-20-20	4:43 pm	PROP19CATV2003H	The ReidOut	30	\$4500.00
10	LAI	1309	MNBC	10-20-20	5:32 pm	PROP19CATV2003H	All In With	30	\$4500.00
3	LAI	1309	MNBC	10-20-20	6:47 pm	PROP19CATV2003H	The Rachel	30	\$4500.00
6	LAI	1309	MNBC	10-20-20	8:41 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
6	LAI	1309	MNBC	10-20-20	10:31 pm	PROP19CATV2003H	The Last Word	30	\$5250.00
6	LAI	1309	MNBC	10-20-20	11:31 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
3	LAI	1309	MNBC	10-21-20	4:57 pm	PROP19CATV2003H	The ReidOut	30	\$4500.00
10	LAI	1309	MNBC	10-21-20	5:35 pm	PROP19CATV2003H	All In With	30	\$4500.00
3	LAI	1309	MNBC	10-21-20	6:52 pm	PROP19CATV2003H	The Rachel	30	\$4500.00
6	LAI	1309	MNBC	10-21-20	8:41 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
9	LAI	1309	MNBC	10-21-20	10:32 pm	PROP19CATV2003H	The Last Word	30	\$5250.00
3	LAI	1309	MNBC	10-22-20	4:34 pm	PROP19CATV2003H	The ReidOut	30	\$4500.00
10	LAI	1309	MNBC	10-22-20	5:34 pm	PROP19CATV2003H	Presidential	30	\$4500.00
6	LAI	1309	MNBC	10-22-20	9:28 pm	PROP19CATV2003H	Debate Analysis30	30	\$5250.00
6	LAI	1309	MNBC	10-22-20	11:33 pm	PROP19CATV2003H	Debate Analysis30	30	\$5250.00
3	LAI	1309	MNBC	10-23-20	4:47 pm	PROP19CATV2003H	The ReidOut	30	\$4500.00

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Line	RU/Reg	Syscode	Network	Date	Time	Spot Title	Program	Length	Charged
3	LAI	1309	MNBC	10-23-20	5:33 pm	PROP19CATV2003H	All In With	30	\$4500.00
10	LAI	1309	MNBC	10-23-20	6:51 pm	PROP19CATV2003H	The Rachel	30	\$4500.00
6	LAI	1309	MNBC	10-23-20	9:38 pm	PROP19CATV2003H	The Way I See	30	\$5250.00
6	LAI	1309	MNBC	10-23-20	10:31 pm	PROP19CATV2003H	The Way I See	30	\$5250.00
6	LAI	1309	MNBC	10-23-20	11:34 pm	PROP19CATV2003H	The 11th Hour	30	\$5250.00
3	LAI	1309	MNBC	10-24-20	4:40 pm	PROP19CATV2003H	American	30	\$4500.00
10	LAI	1309	MNBC	10-24-20	5:40 pm	PROP19CATV2003H	The Week with	30	\$4500.00
3	LAI	1309	MNBC	10-24-20	6:40 pm	PROP19CATV2003H	The Week with	30	\$4500.00
6	LAI	1309	MNBC	10-24-20	7:35 pm	PROP19CATV2003H	American	30	\$5250.00
6	LAI	1309	MNBC	10-24-20	9:33 pm	PROP19CATV2003H	The Week with	30	\$5250.00
11	LAI	1309	MNBC	10-24-20	11:34 pm	PROP19CATV2003H	Dateline	30	\$5250.00
3	LAI	1309	MNBC	10-25-20	4:36 pm	PROP19CATV2003H	American	30	\$4500.00
3	LAI	1309	MNBC	10-25-20	5:37 pm	PROP19CATV2003H	The Week with	30	\$4500.00
3	LAI	1309	MNBC	10-25-20	6:41 pm	PROP19CATV2003H	The Week with	30	\$4500.00
6	LAI	1309	MNBC	10-25-20	11:20 pm	PROP19CATV2003H	Dateline	30	\$5250.00

**MNBC Subtotal: Spots: 67**

**Amount: \$329,250.00**

**Region LAI Subtotal: Spots: 67**

**Amount: \$329,250.00**

**Order 11339400 Subtotal: Spots: 67**

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Sadler Strategic Media/Adlink	000195109	Jeffrey Keys	JKEYS
CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
ISS/Yes on 19: Coalition of Firefighter	900066192	09-28-20 - 10-25-20	OCTOBER

**PLEASE KEEP THIS PAGE FOR YOUR RECORDS**

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11339400		POL

<b>AIRTIME TOTAL :</b>	<b>\$ 329250.00</b>
Agency Commission :	\$ 49387.50
<b>NET TOTAL: :</b>	<b>\$ 279862.50</b>
Prepayments :	\$ 279862.50
<b>BALANCE DUE :</b>	<b>\$ 0.00</b>

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