

# media billing cycle

Media is billed based on planned amounts prior to its scheduled run date. Reconciliation invoices are run each month to adjust for variances to plan.

For example, in the third week of **January (month 1)** you would be billed for **February (month 2)** planned media. In **March (month 3)** and **April (month 4)**, you will be billed any variances (Debits or credits) for February media.

These variances are determined once we receive vendor invoices and reconcile them in our system.

