

Ampersand Cable System Order

Order #	62902937
Syscode	0620
System Name	Spectrum/Torrance, CA
Market	Los Angeles

Flight Dates	06/25/21 - 07/02/21
Agency	Targeted Platform Media
Advertiser	SPLC Action Fund

Update Date	07/07/21
Version	4 Vs. 3

AE	Evan Butcher
Sales Coordinator	Hadley Reid
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+3 Apr21
-	

Client Code	1498
Product Code	1508
Est Code	10840 62572
Product Name	
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	2		
Total	\$8,450.00		
Commission	\$1,267.50		
Net Total	\$7,182.50		
Total Spots	122		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	123.59	GIMP	66274
CPP	\$68.00	CPM	\$127.50

Primary Demo	Households
Makegood Policy	Approval Required

Comments :	777 Removed dropped spots.
------------	----------------------------

Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
1	CNN	CABLE	6/21/21	6/27/21	05:00	09:00					X	X	X	0.61	327	4	\$49.00	\$196.00	30	NCR 03/29/21-06/27/21, 06/30: -1x w/o 06/25
2	CNN	CABLE	6/28/21	7/4/21	05:00	09:00	X	X	X	X	X			0.61	327	8	\$55.00	\$440.00	30	NCR 03/29/21-06/27/21
3	CNN	CABLE	6/21/21	6/27/21	09:00	16:00					X	X	X	1.18	633	8	\$49.00	\$392.00	30	NCR 03/29/21-06/27/21, 06/30: -2x w/o 06/25
4	CNN	CABLE	6/28/21	7/4/21	09:00	16:00	X	X	X	X	X			1.18	633	11	\$55.00	\$605.00	30	NCR 03/29/21-06/27/21, 07/07: -1x w/o 07/02, 07/07: -2x w/o 07/02
5	CNN	CABLE	6/21/21	6/27/21	16:00	19:00					X	X	X	1.14	611	4	\$74.00	\$296.00	30	NCR 03/29/21-06/27/21, 06/30: -1x w/o 06/25
6	CNN	CABLE	6/28/21	7/4/21	16:00	19:00	X	X	X	X	X			1.14	611	7	\$82.00	\$574.00	30	NCR 03/29/21-06/27/21
7	CNN	CABLE	6/21/21	6/27/21	19:00	24:00					X	X	X	0.83	445	9	\$87.00	\$783.00	30	NCR 03/29/21-06/27/21
8	CNN	CABLE	6/28/21	7/4/21	19:00	24:00	X	X	X	X	X			0.83	445	8	\$96.00	\$768.00	30	NCR 03/29/21-06/27/21
9	MNBC	CABLE	6/21/21	6/27/21	05:00	09:00					X	X	X	0.64	343	8	\$49.00	\$392.00	30	NCR 03/29/21-06/27/21, 06/30: -1x w/o 06/25
10	MNBC	CABLE	6/28/21	7/4/21	05:00	09:00	X	X	X	X	X			0.64	343	5	\$55.00	\$275.00	30	NCR 03/29/21-06/27/21, 07/07: -2x w/o 07/02
11	MNBC	CABLE	6/21/21	6/27/21	09:00	16:00					X	X	X	1.14	611	8	\$49.00	\$392.00	30	NCR 03/29/21-06/27/21, 06/30: -2x w/o 06/25, 06/30: -1x w/o 06/25
12	MNBC	CABLE	6/28/21	7/4/21	09:00	16:00	X	X	X	X	X			1.14	611	6	\$55.00	\$330.00	30	NCR 03/29/21-06/27/21, 07/07: -1x w/o 07/02
13	MNBC	CABLE	6/21/21	6/27/21	16:00	19:00					X	X	X	1.82	976	4	\$74.00	\$296.00	30	NCR 03/29/21-06/27/21
14	MNBC	CABLE	6/28/21	7/4/21	16:00	19:00	X	X	X	X	X			1.82	976	6	\$82.00	\$492.00	30	NCR 03/29/21-06/27/21
15	MNBC	CABLE	6/21/21	6/27/21	19:00	24:00					X	X	X	0.92	493	8	\$87.00	\$696.00	30	NCR 03/29/21-06/27/21
16	MNBC	CABLE	6/28/21	7/4/21	19:00	24:00	X	X	X	X	X			0.92	493	8	\$96.00	\$768.00	30	NCR 03/29/21-06/27/21
17	CNN	CABLE	6/28/21	7/4/21	19:00	24:00	X	X	X	X	X			0.83	445	3	\$96.00	\$288.00	30	NCR 03/29/21-06/27/21
18	MNBC	CABLE	6/28/21	7/4/21	19:00	24:00	X	X	X	X	X			0.92	493	2	\$96.00	\$192.00	30	NCR 03/29/21-06/27/21

Ampersand Cable System Order

Order #	62902937
Syscode	0620
System Name	Spectrum/Torrance, CA
Market	Los Angeles

Flight Dates	06/25/21 - 07/02/21
Agency	Targeted Platform Media
Advertiser	SPLC Action Fund

Update Date	07/07/21
Version	4 Vs. 3

AE	Evan Butcher
Sales Coordinator	Hadley Reid
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+3 Apr21
-	

Client Code	1498
Product Code	1508
Est Code	10840 62572
Product Name	
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	2		
Total	\$8,450.00		
Commission	\$1,267.50		
Net Total	\$7,182.50		
Total Spots	122		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	123.59	GIMP	66274
CPP	\$68.00	CPM	\$127.50

Primary Demo	Households
Makegood Policy	Approval Required

Comments :	777 Removed dropped spots.
------------	----------------------------

Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
19	MNBC	CABLE	6/28/21	7/4/21	09:00	16:00	X	X	X	X	X			1.14	611	5	\$55.00	\$275.00	30	NCR 03/29/21-06/27/21

	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Total
SPOTS	53	69	0	0	0	0	0	0	0	0	0	0	122
AMT	\$3,443.00	\$5,007.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,450.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 07/14/21

62902937 | Los Angeles | Spectrum/Torrance, CA | 0620 |