

Ampersand Cable System Order

Order #	62902937
Syscode	7561
System Name	Spectrum/South Bay, 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	3 Vs. 2

AE	Evan Butcher
Sales Coordinator	Hadley Reid
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+3 Apr21
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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	\$7,135.00		
Commission	\$1,070.25		
Net Total	\$6,064.75		
Total Spots	123		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	119.59	GIMP	25815
CPP	\$60.00	CPM	\$276.39

Primary Demo	Households
Makegood Policy	Approval Required

Comments :	777 Removed dropped spots.
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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	132	8	\$49.00	\$392.00	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	132	10	\$49.00	\$490.00	30	NCR 03/29/21-06/27/21, 07/07: -2x w/o 07/02
3	CNN	CABLE	6/21/21	6/27/21	09:00	16:00					X	X	X	1.18	255	8	\$38.00	\$304.00	30	NCR 03/29/21-06/27/21, 06/30: -2x w/o 06/25, 06/30: -1x w/o 06/25
4	CNN	CABLE	6/28/21	7/4/21	09:00	16:00	X	X	X	X	X			1.18	255	7	\$42.00	\$294.00	30	NCR 06/28/21-09/26/21, 07/07: -1x w/o 07/02
5	CNN	CABLE	6/21/21	6/27/21	16:00	19:00					X	X	X	1.14	246	4	\$62.00	\$248.00	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	246	7	\$69.00	\$483.00	30	NCR 06/28/21-09/26/21
7	CNN	CABLE	6/21/21	6/27/21	19:00	24:00					X	X	X	0.83	179	8	\$74.00	\$592.00	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	179	10	\$82.00	\$820.00	30	NCR 06/28/21-09/26/21
9	MNBC	CABLE	6/21/21	6/27/21	05:00	09:00					X	X	X	0.64	138	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	138	10	\$49.00	\$490.00	30	NCR 03/29/21-06/27/21, 07/07: -1x w/o 07/02, 07/07: -1x w/o 07/02, 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	246	8	\$38.00	\$304.00	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	246	7	\$42.00	\$294.00	30	NCR 06/28/21-09/26/21, 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	393	4	\$62.00	\$248.00	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	393	6	\$62.00	\$372.00	30	NCR 03/29/21-06/27/21, 07/07: -1x w/o 07/02
15	MNBC	CABLE	6/21/21	6/27/21	19:00	24:00					X	X	X	0.92	199	8	\$74.00	\$592.00	30	NCR 03/29/21-06/27/21

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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
16	MNBC	CABLE	6/28/21	7/4/21	19:00	24:00	X	X	X	X	X			0.92	199	10	\$82.00	\$820.00	30	NCR 06/28/21-09/26/21

	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	56	67	0	0	0	0	0	0	0	0	0	0	123
AMT	\$3,072.00	\$4,063.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,135.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 07/14/21

62902937 | Los Angeles | Spectrum/South Bay, CA | 7561 |