

### Ampersand Cable System Order

Order #	62902937
Syscode	1637
System Name	Spectrum/Frontier-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
-	

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	\$7,476.00		
Commission	\$1,121.40		
Net Total	\$6,354.60		
Total Spots	132		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	141.5	GIMP	21478
CPP	\$53.00	CPM	\$348.08

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	0.65	99	5	\$49.00	\$245.00	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			0.65	99	6	\$55.00	\$330.00	30	NCR 06/28/21-09/26/21, 07/07: -1x w/o 07/02, 07/07: -1x w/o 07/02
3	CNN	CABLE	6/21/21	6/27/21	09:00	16:00					X	X	X	1.26	191	8	\$38.00	\$304.00	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			1.26	191	12	\$42.00	\$504.00	30	NCR 06/28/21-09/26/21, 07/07: -2x w/o 07/02
5	CNN	CABLE	6/21/21	6/27/21	16:00	19:00					X	X	X	1.23	187	4	\$49.00	\$196.00	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			1.23	187	7	\$55.00	\$385.00	30	NCR 06/28/21-09/26/21
7	CNN	CABLE	6/21/21	6/27/21	19:00	24:00					X	X	X	0.89	135	8	\$74.00	\$592.00	30	NCR 03/29/21-06/27/21, 06/30: -1x w/o 06/25, 06/30: -1x w/o 06/25
8	CNN	CABLE	6/28/21	7/4/21	19:00	24:00	X	X	X	X	X			0.89	135	12	\$82.00	\$984.00	30	NCR 06/28/21-09/26/21
9	MNBC	CABLE	6/21/21	6/27/21	05:00	09:00					X	X	X	0.68	103	8	\$49.00	\$392.00	30	NCR 03/29/21-06/27/21, 06/30: -2x w/o 06/25
10	MNBC	CABLE	6/28/21	7/4/21	05:00	09:00	X	X	X	X	X			0.68	103	10	\$55.00	\$550.00	30	NCR 06/28/21-09/26/21, 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	1.21	184	8	\$38.00	\$304.00	30	NCR 03/29/21-06/27/21, 06/30: -3x 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			1.21	184	14	\$42.00	\$588.00	30	NCR 06/28/21-09/26/21
13	MNBC	CABLE	6/21/21	6/27/21	16:00	19:00					X	X	X	1.93	293	4	\$49.00	\$196.00	30	NCR 03/29/21-06/27/21, 06/30: -1x w/o 06/25
14	MNBC	CABLE	6/28/21	7/4/21	16:00	19:00	X	X	X	X	X			1.93	293	6	\$55.00	\$330.00	30	NCR 06/28/21-09/26/21, 07/07: -1x w/o 07/02
15	MNBC	CABLE	6/21/21	6/27/21	19:00	24:00					X	X	X	0.98	149	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			0.98	149	12	\$82.00	\$984.00	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
<b>SPOTS</b>	53	79	0	0	0	0	0	0	0	0	0	0	132
<b>AMT</b>	\$2,821.00	\$4,655.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,476.00

SYSTEM APP: \_\_\_\_\_ SALES \_\_\_\_\_ ACCT \_\_\_\_\_

Date Printed 07/14/21

62902937 | Los Angeles | Spectrum/Frontier-South Bay, CA | 1637 |