

New Order

Media: Cable **Market:** Los Angeles **Vendor:** Spectrum/Adlink Interconnect, CA-1309 (sent as 1309 SPECTRUM, Adlink Interconnect,) **Billing To:** Cerasoli Stafford LLC
Client: Larry Elder Ballot Measure Committee Recall Newsom **Demo:** Adults 35+ 2251 San Diego Avenue, Suite A-130
Product: Recall Election 2021 **Separation:** 30 San Diego, CA 92110
CPE: //3201 **Flight Start:** 8/30/21 **AE:** Diane Troutd (Charter)
Description: Elder Ballot Measure Recall Newsom LA Cable 47-002 **Flight End:** 9/13/21 **Phone:** 619-501-6254
Rep: **Sales Office:** **Fax:** 619-501-6281
Version: 1 **Survey:** Jun21 DMA Custom Live+1
Comments: SATURDAY 9/4 START

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	8/30	9/6	9/13	Total Spots	Adults 35+ RTG	CPP
1	MTuWThFSaSu 5:00A-9:00A CNN (5a9a)	RT	\$2,752.00	C	30	2	2	0	4	0.4	\$6,880.00
2	MTuWThFSaSu 9:00A-4:00P CNN (9a4p)	RT	\$1,630.00	C	30	2	2	0	4	0.7	\$2,328.57
3	MTuWThFSaSu 4:00P-7:00P CNN (4p7p)	RT	\$3,206.00	C	30	2	2	0	4	0.7	\$4,580.00
4	MTuWThFSaSu 7:00P-12:00A CNN (7p12a)	RT	\$4,076.00	C	30	2	2	0	4	0.5	\$8,152.00
5	MTuWThFSaSu 5:00A-9:00A FXNC (5a9a)	RT	\$2,011.00	C	30	2	2	0	4	0.5	\$4,022.00
6	MTuWThFSaSu 9:00A-4:00P FXNC (9a4p)	RT	\$1,630.00	C	30	2	3	0	5	0.8	\$2,037.50
7	MTuWThFSaSu 4:00P-7:00P FXNC (4p7p)	RT	\$3,206.00	C	30	2	2	0	4	1.5	\$2,137.33
8	M 6:00P-8:30P FWSA (Angels Baseball)	S	\$4,000.00	C	30	0	1	0	1	0.4	\$10,000.00
9	Tu 7:00P-9:30P FWSA (Angels Baseball)	S	\$4,000.00	C	30	0	1	0	1	0.7	\$5,714.29
10	W 5:00P-7:30P FWSA (Angels Baseball)	S	\$4,000.00	C	30	0	1	0	1	0.3	\$13,333.33
11	Sa 6:00P-8:30P FWSA (Angels Baseball)	S	\$4,000.00	C	30	1	0	0	1	0.3	\$13,333.33
12	Su 1:00P-3:30P FWSA (Angels Baseball)	S	\$4,000.00	C	30	1	0	0	1	0.3	\$13,333.33
13	M 11:15A-1:45P SNLA (Dodgers Baseball)	S	\$8,500.00	C	30	0	1	0	1		
14	Tu 4:45P-7:15P SNLA (Dodgers Baseball)	S	\$8,500.00	C	30	0	1	0	1	1.0	\$8,500.00
15	W 4:45P-7:15P SNLA (Dodgers Baseball)	S	\$8,500.00	C	30	0	1	0	1	0.8	\$10,625.00
16	Su 6:05P-8:30P SNLA (Dodgers Baseball)	S	\$12,500.00	C	30	1	0	0	1	2.3	\$5,434.78

Line No	Daypart (Program) Daypart Code	Gross C/T Dur	8/30	9/6	9/13	Total Spots	Adults 35+ RTG	CPP
Total Spots:			17	21	0	38		
Total GRP/GIMP(000):			13.1	14.2	0.0		27.3	
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots					
9/2021	\$133,674.00 - 38	\$0.00 - 0	\$133,674.00 - 38					
Total Gross Cost: \$133,674.00							Total Gross CPP: \$4,896.48	
Total Net Cost: \$113,622.90							Total Net CPP: \$4,162.01	

Disclaimer:

All makegoods must be pre-approved in advance of airing. 30-minute separation mandatory for payment. Please reference estimate number on all correspondence. Electronic billing is required on all orders.