

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 San Diego, CA 92110
Product: Recall Election 2021	Separation: 30	AE: Diane Troutd (Charter)	
CPE: //3213	Flight Start: 9/6/21	Phone:	619-501-6254
Description: Elder Ballot Measure Recall LA CABLE F2 47-002	Flight End: 9/13/21	Fax:	619-501-6281
Rep:	Sales Office:		
Version: 1	Survey: Jun21 DMA Custom Live+1		
Comments: Wednesday 9/8 START			

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	9/6	9/13	Total Spots	Adults 35+ RTG	CPP
1	MTuWThFSaSu 7:00P-12:00A BRVO (7p12a)	RT	\$4,281.00	C	30	6	0	6	0.3	\$14,270.00
2	MTuWThFSaSu 7:00P-12:00A DISC (7p12a)	RT	\$2,809.00	C	30	6	0	6	0.3	\$9,363.33
3	MTuWThFSaSu 7:00P-12:00A FOOD (7p12a)	RT	\$4,281.00	C	30	6	0	6	0.4	\$10,702.50
4	MTuWThFSaSu 7:00P-12:00A FX (7p12a)	RT	\$3,744.00	C	30	6	0	6	0.3	\$12,480.00
5	MTuWThFSaSu 7:00P-12:00A HGTV (7p12a)	RT	\$4,281.00	C	30	6	0	6	0.6	\$7,135.00
6	MTuWThFSaSu 7:00P-12:00A HIST (7p12a)	RT	\$3,194.00	C	30	6	0	6	0.3	\$10,646.67
7	MTuWThFSaSu 7:00P-12:00A LIF (7p12a)	RT	\$1,872.00	C	30	6	0	6	0.4	\$4,680.00
8	MTuWThFSaSu 7:00P-12:00A NGC (7p12a)	RT	\$644.00	C	30	4	0	4	0.2	\$3,220.00
9	MTuWThFSaSu 7:00P-12:00A TBSC (7p12a)	RT	\$4,281.00	C	30	6	0	6	0.3	\$14,270.00
10	MTuWThFSaSu 7:00P-12:00A TNT (7p12a)	RT	\$4,281.00	C	30	6	0	6	1.2	\$3,567.50
Total Spots:						58	0	58		
Total GRP/GIMP(000):						25.4	0.0		25.4	

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
9/2021	\$200,720.00 - 58	\$0.00 - 0	\$200,720.00 - 58

Total Gross Cost: \$200,720.00	Total Gross CPP: \$7,902.36
Total Net Cost: \$170,612.00	Total Net CPP: \$6,717.01

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.