

Ampersand Cable System Order

Order #	62838094
Syscode	5335
System Name	Spectrum/Tampa Bay Interconnect, FL
Market	Tampa-St. Petersburg

Flight Dates	10/19/20 - 10/25/20
Agency	Waterfront Strategies
Advertiser	Independence USA Proj 202411

Update Date	11/04/20
Version	3 Vs. 2

AE	Tiffany Solis
Sales Coordinator	Ben Bauer
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+3 Oct19
-	

Client Code	15s
Product Code	15s
Est Code	5555
Product Name	10.24-10.25 15s
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	1		
Total	\$11,525.00		
Commission	\$1,728.75		
Net Total	\$9,796.25		
Total Spots	6		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Comments :	11/4 Revised to match affiliate's SCX
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Please Note : New lines have been added from another MSL order.

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	MNBC	MSNBC LIVE WKN<	10/19/20	10/25/20	05:00	09:00							X	-	-	1	\$1,945.00	\$1,945.00	30	BOOKENDS
2	MNBC	VARIOUS	10/19/20	10/25/20	09:00	16:00							X	-	-	2	\$1,080.00	\$2,160.00	30	BOOKENDS
3	MNBC	VARIOUS	10/19/20	10/25/20	16:00	19:00						X	X	-	-	1	\$2,120.00	\$2,120.00	30	BOOKENDS
4	MNBC	AVG. ALL WKS<	10/19/20	10/25/20	19:00	24:00						X	X	-	-	2	\$2,650.00	\$5,300.00	30	BOOKENDS
5	MNBC	WEEKENDS WITH/MSNBC LIVE W/	10/19/20	10/25/20	12:00	16:00						X		-	-	0	\$1,080.00	\$0.00	30	BOOKENDS

	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Total
SPOTS	6	0	0	0	0	0	0	0	0	0	0	0	6
AMT	\$11,525.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11,525.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 12/14/20

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