

Ampersand Cable System Order

Order #	62925315
Syscode	5335
System Name	Spectrum/Tampa Bay Interconnect, FL
Market	Tampa-St. Petersburg

Flight Dates	09/27/21 - 09/27/21
Agency	Optima Media LLC
Advertiser	Seminole Tribe of Florida

Update Date	09/20/21		
Version	1 Vs. 1		
Show All Lines			
Total # of Weeks	1		
Total	\$12,500.00		
Commission	\$1,875.00		
Net Total	\$10,625.00		
Total Spots	4		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

AE	Paul Doll
Sales Coordinator	Joe Foley
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+SD Nov20
-	

Client Code	ASTOF
Product Code	ASTOF
Est Code	9806
Product Name	(15s) Fixed NFL bookends
Credit Status	Cash in Advance
Primary Demo	Adults 35+
Makegood Policy	Approval Required

Comments : 9/17 New 15s Fixed NFL Bookends Order. Please review and confirm, thanks!

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	ESPN	NFL 2021 Regular Season: Dallas Cowboys vs. Philadelphia Eagles	9/27/21	10/3/21	20:00	23:30	X							-	-	2	\$6,000.00	\$12,000.00	15	BUMP RATE 15S BOOKENDS ESPN MNF
2	ESP2	NFL 2021 Regular Season: Dallas Cowboys vs. Philadelphia Eagles	9/27/21	10/3/21	20:00	23:30	X							-	-	2	\$250.00	\$500.00	15	15S BOOKENDS ESPN MNF

	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Total
SPOTS	4	0	0	0	0	0	0	0	0	0	0	0	4
AMT	\$12,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,500.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 09/21/21

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