

Ampersand Cable System Order

Order #	62931127
Syscode	5335
System Name	Spectrum/Tampa Bay Interconnect, FL
Market	Tampa-St. Petersburg

Flight Dates	10/04/21 - 10/17/21
Agency	Optima Media LLC
Advertiser	Seminole Tribe of Florida

Update Date	10/05/21
Version	1 Vs. 1

AE	Paul Doll
Sales Coordinator	Joe Foley
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+SD Oct20
-	

Client Code	ASTOF
Product Code	ASTOF
Est Code	9830
Product Name	Fixed MLB (FL 15s bookends) 10.7-10.13
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	2		
Total	\$50,000.00		
Commission	\$7,500.00		
Net Total	\$42,500.00		
Total Spots	10		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

Comments : 10/5 New Fixed MLB 15s 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	FS1	AL Divisional Series Game 2: Tampa Bay Rays v. TBD	10/4/21	10/10/21	19:00	22:00					X			-	-	2	\$5,000.00	\$10,000.00	15	BOOKENDS 2021 MLB Playoffs: Tampa Bay Rays vs. TBD (Game 2)
2	FS1	AL Divisional Series Game 4: Tampa Bay Rays v. TBD ***If Necessary***	10/11/21	10/17/21	16:30	19:30	X							-	-	2	\$5,000.00	\$10,000.00	15	BOOKENDS 2021 MLB Playoffs: Tampa Bay Rays vs. TBD (Game 4)
3	FS1	AL Divisional Series Game 3: Tampa Bay Rays v. TBD	10/4/21	10/10/21	16:00	19:00							X	-	-	2	\$5,000.00	\$10,000.00	15	BOOKENDS 2021 MLB Playoffs: Tampa Bay Rays vs. TBD (Game 3)
4	FS1	AL Divisional Series Game 1: Tampa Bay Rays v. TBD	10/4/21	10/10/21	20:00	23:00				X				-	-	2	\$5,000.00	\$10,000.00	15	BOOKENDS 2021 MLB Playoffs: Tampa Bay Rays vs. TBD (Game 1)
5	FS1	AL Divisional Series Game 5: Tampa Bay Rays v. TBD ***If Necessary***	10/11/21	10/17/21	15:30	18:30			X					-	-	2	\$5,000.00	\$10,000.00	15	BOOKENDS 2021 MLB Playoffs: Tampa Bay Rays vs. TBD (Game 5)

	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	10	0	0	0	0	0	0	0	0	0	0	0	10
AMT	\$50,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 10/07/21

62931127 | Tampa-St. Petersburg | Spectrum/Tampa Bay Interconnect, FL | 5335 |