

### Ampersand Cable System Order

Order #	62928133
Syscode	5335
System Name	Spectrum/Tampa Bay Interconnect, FL
Market	Tampa-St. Petersburg

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

Update Date	09/27/21
Version	2 Vs. 1

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	9815
Product Name	Bookends NFL (FL 15s) 10.4
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	1		
Total	\$7,500.00		
Commission	\$1,125.00		
Net Total	\$6,375.00		
Total Spots	4		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Comments : 9/24 R1 Inserted 15s bookends comment. Total remains same. 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	2021 NFL Regular Season: Los Angeles Chargers vs. Las Vegas Raiders	10/4/21	10/10/21	20:00	23:30	X							-	-	2	\$3,500.00	\$7,000.00	15	15S Bookends Fixed NFL: Los Angeles Chargers vs. Las Vegas Raiders
2	ESP2	2021 NFL Regular Season: Los Angeles Chargers vs. Las Vegas Raiders	10/4/21	10/10/21	20:00	23:30	X							-	-	2	\$250.00	\$500.00	15	15S Bookends Fixed NFL: Los Angeles Chargers vs. Las Vegas Raiders

	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
<b>SPOTS</b>	4	0	0	0	0	0	0	0	0	0	0	0	4
<b>AMT</b>	\$7,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,500.00

SYSTEM APP: \_\_\_\_\_ SALES \_\_\_\_\_ ACCT \_\_\_\_\_

Date Printed 09/28/21

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