

Ampersand Cable System Order

Order #	62946874
Syscode	5335
System Name	Spectrum/Tampa Bay Interconnect, FL
Market	Tampa-St. Petersburg

Flight Dates	12/16/21 - 12/23/21
Agency	Dynamic Media Strategies
Advertiser	Standing Up for Florida Inc

Update Date	01/03/22
Version	3 Vs. 2

AE	Paul Doll
Sales Coordinator	Jason Salzberg
Office	Washington
Phone	(301) 941-2620
Status	Accepted
Survey	DMA Nielsen Live+SD Nov20
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Client Code	FLSUP
Product Code	FLSUP
Est Code	9980
Product Name	FL 15s 12.20 Sports
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	2		
Total	\$25,000.00		
Commission	\$3,750.00		
Net Total	\$21,250.00		
Total Spots	2		
Affiliate Split	100.0		
Sold On			
GRP	16.02	GIMP	440090
CPP	\$1,561.00	CPM	\$56.81

Primary Demo	Adults 18+
Makegood Policy	Approval Required

Comments :	1/3 R2 removing simulcast game that did not air to match
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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	ESP2	ESP2 PT	12/13/21	12/19/21	20:00	23:30	X							-	-	0	\$1,000.00	\$0.00	15	12/15 -2x BOOKENDS NCR
2	ESPN	ESPN PT	12/13/21	12/19/21	20:00	23:30	X							-	-	0	\$12,500.00	\$0.00	15	12/15 -2x BOOKENDS NCR
3	ESP2	ESP2 PT	12/20/21	12/26/21	20:00	23:30	X							-	-	0	\$1,000.00	\$0.00	15	1/3 -2x, Line Added BOOKENDS NCR
4	ESPN	ESPN PT	12/20/21	12/26/21	20:00	23:30	X							-	-	2	\$12,500.00	\$25,000.00	15	12/15 Line Added BOOKENDS NCR

	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Total
SPOTS	2	0	0	0	0	0	0	0	0	0	0	0	2
AMT	\$25,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25,000.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 01/05/22

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