

NCC Cable System Order

Order #	62391340
Syscode	1632
System Name	Spectrum/Frontie-Downey-Midcities, CA
Market	Los Angeles

Flight Dates	02/20/17 - 03/05/17
Agency	Screen Strategies Media
Advertiser	LA Countywide Communications Office

Update Date	03/09/17
Version	4 Vs. 3

AE	Natasha Levinsohn
Sales Coordinator	Jaryd Engberg
Office	Washington
Phone	(301) 951-2620
Status	Accepted
Survey	Cable Nielsen Live+3 Nov15
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Client Code	
Product Code	
Est Code	3046
Product Name	
Credit Status	
Primary Demo	Adults 35+
Makegood Policy	Approval Required

Show All Lines			
Total # of Weeks	2		
Total	\$745.00		
Commission	\$111.75		
Net Total	\$633.25		
Total Spots	110		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

Comments :	R3: 3.8 MG to 62400923 (MG order)
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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	CNN	CNN Morning	2/20/17	2/26/17	05:00	10:00		X	X	X	X	X	X	-	-	12	\$7.00	\$84.00	15	Bookend :15s
2	CNN	CNN Morning	2/27/17	3/5/17	05:00	10:00	X							-	-	2	\$7.00	\$14.00	15	Bookend :15s
3	CNN	CNN Daytime	2/20/17	2/26/17	10:00	18:00		X	X	X	X			-	-	8	\$7.00	\$56.00	15	Bookend :15s
4	CNN	CNN Daytime	2/27/17	3/5/17	10:00	18:00	X							-	-	2	\$7.00	\$14.00	15	Bookend :15s
5	CNN	CNN Prime	2/20/17	2/26/17	18:00	24:00		X	X	X	X	X	X	-	-	12	\$10.00	\$120.00	15	Bookend :15s
6	CNN	CNN Prime	2/27/17	3/5/17	18:00	24:00	X							-	-	2	\$10.00	\$20.00	15	Bookend :15s
7	FXNC	FOX News Morning	2/20/17	2/26/17	05:00	10:00		X	X	X	X	X	X	-	-	12	\$7.00	\$84.00	15	Bookend :15s
8	FXNC	FOX News Morning	2/27/17	3/5/17	05:00	10:00	X							-	-	0	\$7.00	\$0.00	15	R3: -2x Bookend :15s
9	FXNC	FOX News Daytime	2/20/17	2/26/17	10:00	18:00		X	X	X	X			-	-	6	\$7.00	\$42.00	15	R2: -2x Bookend :15s
10	FXNC	FOX News Daytime	2/27/17	3/5/17	10:00	18:00	X							-	-	2	\$7.00	\$14.00	15	Bookend :15s
11	FXNC	FOX News Prime	2/20/17	2/26/17	18:00	24:00		X	X	X	X	X	X	-	-	12	\$11.00	\$132.00	15	Bookend :15s
12	FXNC	FOX News Prime	2/27/17	3/5/17	18:00	24:00	X							-	-	2	\$11.00	\$22.00	15	Bookend :15s
13	MNBC	MSNBC Morning	2/20/17	2/26/17	05:00	10:00		X	X	X	X	X	X	-	-	12	\$2.50	\$30.00	15	Bookend :15s
14	MNBC	MSNBC Morning	2/27/17	3/5/17	05:00	10:00	X							-	-	2	\$2.50	\$5.00	15	Bookend :15s
15	MNBC	MSNBC Daytime	2/20/17	2/26/17	10:00	18:00		X	X	X	X			-	-	6	\$2.50	\$15.00	15	R2: -2x Bookend :15s
16	MNBC	MSNBC Daytime	2/27/17	3/5/17	10:00	18:00	X							-	-	2	\$2.50	\$5.00	15	Bookend :15s
17	MNBC	MSNBC Prime	2/20/17	2/26/17	18:00	24:00		X	X	X	X	X	X	-	-	10	\$5.00	\$50.00	15	R2: -2x Bookend :15s
18	MNBC	MSNBC Prime	2/27/17	3/5/17	18:00	24:00	X							-	-	2	\$5.00	\$10.00	15	Bookend :15s
19	CNN	CNN Morning	2/20/17	2/26/17	05:00	10:00					X	X	X	-	-	4	\$7.00	\$28.00	15	R1: +4x line added Bookend :15s

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20	MNBC	MSNBC Morning	2/20/17	2/26/17	05:00	10:00					X	X	X	-	-	0	\$2.50	\$0.00	15	R2: -2x Bookend :15s

	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Total
SPOTS	94	16	0	0	0	0	0	0	0	0	0	0	110
AMT	\$641.00	\$104.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$745.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 05/04/17

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