

Ampersand Cable System Order

Order #	62876187
Syscode	3461
System Name	Spectrum/Ft. Worth-South Zone, TX
Market	Dallas-Ft. Worth

Flight Dates	04/05/21 - 04/11/21
Agency	AxMedia
Advertiser	Brian Byrd Campaign

Update Date	04/02/21
Version	2 Vs. 1

AE	Amanda Williams
Sales Coordinator	Preston Bodnar
Office	Dallas
Phone	(214) 932-2910
Status	Accepted
Survey	DMA Nielsen Live+SD Dec20
-	

Client Code	299
Product Code	400
Est Code	2335
Product Name	2021 General Election
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	1		
Total	\$1,820.00		
Commission	\$273.00		
Net Total	\$1,547.00		
Total Spots	57		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	126.3	GIMP	76000
CPP	\$14.00	CPM	\$23.95

Primary Demo	Adults 55+
Makegood Policy	Approval Required

Comments : 4/2 MG adding dollars back from previous estimate. Please review and approve. 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	FXNC	FOX AND FRIEND<	4/5/21	4/11/21	05:00	09:00	X	X	X	X	X	X	X	1.50	885	14	\$28.00	\$392.00	30	PRE
2	FXNC	VARIOUS	4/5/21	4/11/21	09:00	16:00	X	X	X	X	X	X	X	2.30	1387	21	\$18.00	\$378.00	30	PRE
3	FXNC	VARIOUS	4/5/21	4/11/21	16:00	19:00	X	X	X	X	X	X	X	2.90	1757	7	\$42.00	\$294.00	30	PRE
4	FXNC	VARIOUS	4/5/21	4/11/21	19:00	24:00	X	X	X	X	X	X	X	2.50	1512	14	\$52.00	\$728.00	30	PRE
5	FXNC	FOX AND FRIEND<	4/5/21	4/11/21	05:00	09:00		X	X	X	X	X	X	1.70	1016	1	\$28.00	\$28.00	30	4/2 MG ADD

	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Total
SPOTS	57	0	0	0	0	0	0	0	0	0	0	0	57
AMT	\$1,820.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,820.00

SYSTEM APP: _____ SALES _____ ACCT

Date Printed 04/05/21

62876187 | Dallas-Ft. Worth | Spectrum/Ft. Worth-South Zone, TX | 3461 |