

NCC Cable System Order

Order #	62444169
Syscode	1073
System Name	Prime Media/Roanoke Zone, VA
Market	Roanoke-Lynchburg

AE	Andrew Yolles
Sales Coordinator	Kevin Bowman
Office	Washington
Phone	(301) 951-2620
Status	Accepted
Survey	DMA Nielsen Live+1 May17
-	

Flight Dates	07/31/17 - 08/13/17
Agency	Strategic Media Services, Inc
Advertiser	Ed Gillespie for VA Governor

Client Code	277
Product Code	357
Est Code	3059
Product Name	
Credit Status	

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Update Date		08/01/17	
Version		2 Vs. 1	
Show All Lines			
Total # of Weeks		2	
Total		\$1,508.00	
Commission		\$226.20	
Net Total		\$1,281.80	
Total Spots		114	
Affiliate Split		100.0	
Sold On		Cost Per Spot	
GRP	-	GIMP	-
CPP	-	CPM	-

Comments :	R1: 8.1 Revised to include w/o 8.7. Please review and confirm. Thanks!
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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	VARIOUS	7/31/17	8/6/17	05:00	09:00			X	X	X	X	X	-	-	2	\$9.00	\$18.00	30	
2	CNN	CNN NEWSROOM<	7/31/17	8/6/17	09:00	16:00			X	X	X	X	X	-	-	4	\$7.00	\$28.00	30	
3	CNN	VARIOUS	7/31/17	8/6/17	16:00	19:00			X	X	X	X	X	-	-	2	\$11.00	\$22.00	30	
4	CNN	VARIOUS	7/31/17	8/6/17	19:00	24:00			X	X	X	X	X	-	-	4	\$18.00	\$72.00	30	
5	CNN	CNN NEWSROOM<	7/31/17	8/6/17	11:00	19:00						X	X	-	-	4	\$11.00	\$44.00	30	
6	FX	OFF AIR<	7/31/17	8/6/17	05:00	09:00			X	X	X	X	X	-	-	2	\$6.00	\$12.00	30	
7	FX	AVG. ALL WKS<	7/31/17	8/6/17	09:00	16:00			X	X	X	X	X	-	-	2	\$5.00	\$10.00	30	
8	FX	AVG. ALL WKS<	7/31/17	8/6/17	16:00	19:00			X	X	X	X	X	-	-	4	\$9.00	\$36.00	30	
9	FX	VARIOUS	7/31/17	8/6/17	19:00	24:00			X	X	X	X	X	-	-	4	\$14.00	\$56.00	30	
10	FX	AVG. ALL WKS<	7/31/17	8/6/17	11:00	19:00						X	X	-	-	3	\$9.00	\$27.00	30	
11	FXNC	VARIOUS	7/31/17	8/6/17	05:00	09:00			X	X	X	X	X	-	-	3	\$14.00	\$42.00	30	
12	FXNC	VARIOUS	7/31/17	8/6/17	09:00	16:00			X	X	X	X	X	-	-	1	\$12.00	\$12.00	30	
13	FXNC	VARIOUS	7/31/17	8/6/17	16:00	19:00			X	X	X	X	X	-	-	2	\$18.00	\$36.00	30	
14	FXNC	VARIOUS	7/31/17	8/6/17	19:00	24:00			X	X	X	X	X	-	-	3	\$25.00	\$75.00	30	
15	FXNC	AMERICAS NEWS<	7/31/17	8/6/17	11:00	19:00						X	X	-	-	2	\$18.00	\$36.00	30	
16	TNT	VARIOUS	7/31/17	8/6/17	05:00	09:00			X	X	X	X	X	-	-	2	\$11.00	\$22.00	30	
17	TNT	VARIOUS	7/31/17	8/6/17	09:00	16:00			X	X	X	X	X	-	-	4	\$9.00	\$36.00	30	
18	TNT	AVG. ALL WKS<	7/31/17	8/6/17	16:00	19:00			X	X	X	X	X	-	-	2	\$14.00	\$28.00	30	
19	TNT	AVG. ALL WKS	7/31/17	8/6/17	19:00	24:00			X	X	X	X	X	-	-	4	\$20.00	\$80.00	30	
20	TNT	VARIOUS	7/31/17	8/6/17	11:00	19:00						X	X	-	-	3	\$14.00	\$42.00	30	
21	USA	VARIOUS	7/31/17	8/6/17	09:00	16:00			X	X	X	X	X	-	-	3	\$9.00	\$27.00	30	

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22	USA	AVG. ALL WKS<	7/31/17	8/6/17	16:00	19:00			X	X	X	X	X	-	-	4	\$14.00	\$56.00	30	
23	USA	AVG. ALL WKS<	7/31/17	8/6/17	19:00	24:00			X	X	X	X	X	-	-	5	\$20.00	\$100.00	30	
24	USA	AVG. ALL WKS	7/31/17	8/6/17	11:00	19:00						X	X	-	-	4	\$14.00	\$56.00	30	
25	AEN	OFF AIR<	7/31/17	8/6/17	05:00	09:00			X	X	X	X	X	-	-	2	\$9.00	\$18.00	30	
26	AEN	VARIOUS	7/31/17	8/6/17	09:00	16:00			X	X	X	X	X	-	-	3	\$7.00	\$21.00	30	
27	AEN	VARIOUS	7/31/17	8/6/17	16:00	19:00			X	X	X	X	X	-	-	1	\$11.00	\$11.00	30	
28	AEN	VARIOUS	7/31/17	8/6/17	19:00	24:00			X	X	X	X	X	-	-	5	\$18.00	\$90.00	30	
29	AEN	AVG. ALL WKS<	7/31/17	8/6/17	11:00	19:00						X	X	-	-	3	\$11.00	\$33.00	30	
30	CNN	NEW DAY<	8/7/17	8/13/17	05:00	09:00	X	X						-	-	1	\$9.00	\$9.00	30	
31	CNN	CNN NEWSROOM<	8/7/17	8/13/17	09:00	16:00	X	X						-	-	1	\$7.00	\$7.00	30	
32	CNN	SITUATION ROOM<	8/7/17	8/13/17	16:00	19:00	X	X						-	-	1	\$11.00	\$11.00	30	
33	CNN	VARIOUS	8/7/17	8/13/17	19:00	24:00	X	X						-	-	1	\$18.00	\$18.00	30	
34	FX	OFF AIR/FX MORNING MOV	8/7/17	8/13/17	05:00	09:00	X	X						-	-	1	\$6.00	\$6.00	30	
35	FX	VARIOUS	8/7/17	8/13/17	09:00	16:00	X	X						-	-	1	\$5.00	\$5.00	30	
36	FX	AVG. ALL WKS<	8/7/17	8/13/17	16:00	19:00	X	X						-	-	1	\$9.00	\$9.00	30	
37	FX	FX MOVIE PRIME<	8/7/17	8/13/17	19:00	24:00	X	X						-	-	2	\$14.00	\$28.00	30	
38	FXNC	FOX AND FRIEND<	8/7/17	8/13/17	05:00	09:00	X	X						-	-	1	\$14.00	\$14.00	30	
39	FXNC	VARIOUS	8/7/17	8/13/17	09:00	16:00	X	X						-	-	1	\$12.00	\$12.00	30	
40	FXNC	VARIOUS	8/7/17	8/13/17	16:00	19:00	X	X						-	-	1	\$18.00	\$18.00	30	
41	FXNC	VARIOUS	8/7/17	8/13/17	19:00	24:00	X	X						-	-	1	\$25.00	\$25.00	30	
42	TNT	CHARMED<	8/7/17	8/13/17	05:00	09:00	X	X						-	-	1	\$11.00	\$11.00	30	

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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
43	TNT	SUPERNATURAL<	8/7/17	8/13/17	09:00	16:00	X	X						-	-	1	\$9.00	\$9.00	30	
44	TNT	AVG. ALL WKS<	8/7/17	8/13/17	16:00	19:00	X	X						-	-	1	\$14.00	\$14.00	30	
45	TNT	AVG. ALL WKS	8/7/17	8/13/17	19:00	24:00	X	X						-	-	2	\$20.00	\$40.00	30	
46	AEN	OFF AIR<	8/7/17	8/13/17	05:00	09:00	X	X						-	-	1	\$9.00	\$9.00	30	
47	AEN	AVG. ALL WKS<	8/7/17	8/13/17	09:00	16:00	X	X						-	-	1	\$7.00	\$7.00	30	
48	AEN	AVG. ALL WKS	8/7/17	8/13/17	16:00	19:00	X	X						-	-	1	\$11.00	\$11.00	30	
49	AEN	AVG. ALL WKS	8/7/17	8/13/17	19:00	24:00	X	X						-	-	2	\$18.00	\$36.00	30	
50	USA	AVG. ALL WKS<	8/7/17	8/13/17	09:00	16:00	X	X						-	-	1	\$9.00	\$9.00	30	
51	USA	AVG. ALL WKS<	8/7/17	8/13/17	16:00	19:00	X	X						-	-	1	\$14.00	\$14.00	30	
52	USA	VARIOUS	8/7/17	8/13/17	19:00	24:00	X	X						-	-	2	\$20.00	\$40.00	30	

	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Total
SPOTS	114	0	0	0	0	0	0	0	0	0	0	0	114
AMT	\$1,508.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,508.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 09/27/17

62444169 | Roanoke-Lynchburg | Prime Media/Roanoke Zone, VA | 1073 |