

## NCC Cable System Order

Order #	62442565	Flight Dates	07/24/17 - 08/06/17	Update Date	07/25/17
Syscode	1073	Agency	Strategic Media Services, Inc	Version	1 Vs. 1
System Name	Prime Media/Roanoke Zone, VA	Advertiser	Ed Gillespie for VA Governor	Show All Lines	
Market	Roanoke-Lynchburg			Total # of Weeks	2
		Client Code	277	Total	\$1,519.00
AE	Andrew Yolles	Product Code	357	Commission	\$227.85
Sales Coordinator	Kevin Bowman	Est Code	3038	Net Total	\$1,291.15
Office	Washington	Product Name		Total Spots	115
Phone	(301) 951-2620	Credit Status		Affiliate Split	100.0
Status	Not accepted			Sold On	Cost Per Spot
Survey	DMA Nielsen Live+1 May17	Primary Demo	Adults 35+	GRP	-
-		Makegood Policy	Approval Required	GIMP	-
				CPP	-
Comments :		7.25: New Order. 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	CNN	CNN EM	7/24/17	7/30/17	05:00	09:00			X	X	X	X	X	-	-	2	\$9.00	\$18.00	30	
2	CNN	CNN EM	7/31/17	8/6/17	05:00	09:00	X	X						-	-	1	\$9.00	\$9.00	30	
3	CNN	CNN DT	7/24/17	7/30/17	09:00	16:00			X	X	X	X	X	-	-	4	\$7.00	\$28.00	30	
4	CNN	CNN DT	7/31/17	8/6/17	09:00	16:00	X	X						-	-	1	\$7.00	\$7.00	30	
5	CNN	CNN EF	7/24/17	7/30/17	16:00	19:00			X	X	X	X	X	-	-	2	\$11.00	\$22.00	30	
6	CNN	CNN EF	7/31/17	8/6/17	16:00	19:00	X	X						-	-	1	\$11.00	\$11.00	30	
7	CNN	CNN PT	7/24/17	7/30/17	19:00	24:00			X	X	X	X	X	-	-	4	\$18.00	\$72.00	30	
8	CNN	CNN PT	7/31/17	8/6/17	19:00	24:00	X	X						-	-	1	\$18.00	\$18.00	30	
9	CNN	CNN W	7/24/17	7/30/17	11:00	19:00						X	X	-	-	4	\$11.00	\$44.00	30	
10	FX	FX EM	7/24/17	7/30/17	05:00	09:00			X	X	X	X	X	-	-	2	\$6.00	\$12.00	30	
11	FX	FX EM	7/31/17	8/6/17	05:00	09:00	X	X						-	-	1	\$6.00	\$6.00	30	
12	FX	FX DT	7/24/17	7/30/17	09:00	16:00			X	X	X	X	X	-	-	2	\$5.00	\$10.00	30	
13	FX	FX DT	7/31/17	8/6/17	09:00	16:00	X	X						-	-	1	\$5.00	\$5.00	30	
14	FX	FX EF	7/24/17	7/30/17	16:00	19:00			X	X	X	X	X	-	-	4	\$9.00	\$36.00	30	
15	FX	FX EF	7/31/17	8/6/17	16:00	19:00	X	X						-	-	1	\$9.00	\$9.00	30	
16	FX	FX PT	7/24/17	7/30/17	19:00	24:00			X	X	X	X	X	-	-	4	\$14.00	\$56.00	30	
17	FX	FX PT	7/31/17	8/6/17	19:00	24:00	X	X						-	-	2	\$14.00	\$28.00	30	
18	FX	FX W	7/24/17	7/30/17	11:00	19:00						X	X	-	-	3	\$9.00	\$27.00	30	
19	FXNC	FXNC EM	7/24/17	7/30/17	05:00	09:00			X	X	X	X	X	-	-	3	\$14.00	\$42.00	30	
20	FXNC	FXNC EM	7/31/17	8/6/17	05:00	09:00	X	X						-	-	1	\$14.00	\$14.00	30	
21	FXNC	FXNC DT	7/24/17	7/30/17	09:00	16:00			X	X	X	X	X	-	-	1	\$12.00	\$12.00	30	

## NCC Cable System Order

Order #	62442565
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	Not accepted
Survey	DMA Nielsen Live+1 May17
-	

Flight Dates	07/24/17 - 08/06/17
Agency	Strategic Media Services, Inc
Advertiser	Ed Gillespie for VA Governor

Client Code	277
Product Code	357
Est Code	3038
Product Name	
Credit Status	

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Update Date	07/25/17		
Version	1 Vs. 1		
Show All Lines			
Total # of Weeks		2	
Total		\$1,519.00	
Commission		\$227.85	
Net Total		\$1,291.15	
Total Spots		115	
Affiliate Split		100.0	
Sold On		Cost Per Spot	
GRP	-	GIMP	-
CPP	-	CPM	-

Comments :	7.25: New Order. 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
22	FXNC	FXNC DT	7/31/17	8/6/17	09:00	16:00	X	X						-	-	1	\$12.00	\$12.00	30	
23	FXNC	FXNC EF	7/24/17	7/30/17	16:00	19:00			X	X	X	X	X	-	-	2	\$18.00	\$36.00	30	
24	FXNC	FXNC EF	7/31/17	8/6/17	16:00	19:00	X	X						-	-	1	\$18.00	\$18.00	30	
25	FXNC	FXNC PT	7/24/17	7/30/17	19:00	24:00			X	X	X	X	X	-	-	3	\$25.00	\$75.00	30	
26	FXNC	FXNC PT	7/31/17	8/6/17	19:00	24:00	X	X						-	-	1	\$25.00	\$25.00	30	
27	FXNC	FXNC W	7/24/17	7/30/17	11:00	19:00						X	X	-	-	2	\$18.00	\$36.00	30	
28	TNT	TNT EM	7/24/17	7/30/17	05:00	09:00			X	X	X	X	X	-	-	2	\$11.00	\$22.00	30	
29	TNT	TNT EM	7/31/17	8/6/17	05:00	09:00	X	X						-	-	1	\$11.00	\$11.00	30	
30	TNT	TNT DT	7/24/17	7/30/17	09:00	16:00			X	X	X	X	X	-	-	4	\$9.00	\$36.00	30	
31	TNT	TNT DT	7/31/17	8/6/17	09:00	16:00	X	X						-	-	1	\$9.00	\$9.00	30	
32	TNT	TNT EF	7/24/17	7/30/17	16:00	19:00			X	X	X	X	X	-	-	2	\$14.00	\$28.00	30	
33	TNT	TNT EF	7/31/17	8/6/17	16:00	19:00	X	X						-	-	1	\$14.00	\$14.00	30	
34	TNT	TNT PT	7/24/17	7/30/17	19:00	24:00			X	X	X	X	X	-	-	4	\$20.00	\$80.00	30	
35	TNT	TNT PT	7/31/17	8/6/17	19:00	24:00	X	X						-	-	2	\$20.00	\$40.00	30	
36	TNT	TNT W	7/24/17	7/30/17	11:00	19:00						X	X	-	-	3	\$14.00	\$42.00	30	
37	USA	USA DT	7/24/17	7/30/17	09:00	16:00			X	X	X	X	X	-	-	3	\$9.00	\$27.00	30	
38	USA	USA DT	7/31/17	8/6/17	09:00	16:00	X	X						-	-	1	\$9.00	\$9.00	30	
39	USA	USA EF	7/24/17	7/30/17	16:00	19:00			X	X	X	X	X	-	-	4	\$14.00	\$56.00	30	
40	USA	USA EF	7/31/17	8/6/17	16:00	19:00	X	X						-	-	1	\$14.00	\$14.00	30	
41	USA	USA PT	7/24/17	7/30/17	19:00	24:00			X	X	X	X	X	-	-	5	\$20.00	\$100.00	30	
42	USA	USA PT	7/31/17	8/6/17	19:00	24:00	X	X						-	-	2	\$20.00	\$40.00	30	

## NCC Cable System Order

Order #	62442565	Flight Dates	07/24/17 - 08/06/17	Update Date	07/25/17
Syscode	1073	Agency	Strategic Media Services, Inc	Version	1 Vs. 1
System Name	Prime Media/Roanoke Zone, VA	Advertiser	Ed Gillespie for VA Governor	Show All Lines	
Market	Roanoke-Lynchburg			Total # of Weeks	2
		Client Code	277	Total	\$1,519.00
AE	Andrew Yolles	Product Code	357	Commission	\$227.85
Sales Coordinator	Kevin Bowman	Est Code	3038	Net Total	\$1,291.15
Office	Washington	Product Name		Total Spots	115
Phone	(301) 951-2620	Credit Status		Affiliate Split	100.0
Status	Not accepted			Sold On	Cost Per Spot
Survey	DMA Nielsen Live+1 May17	Primary Demo	Adults 35+	GRP	-
-		Makegood Policy	Approval Required	GIMP	-
				CPP	-
Comments :		7.25: New Order. 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
43	USA	USA W	7/24/17	7/30/17	11:00	19:00						X	X	-	-	4	\$14.00	\$56.00	30	
44	AEN	AEN EM	7/24/17	7/30/17	05:00	09:00			X	X	X	X	X	-	-	2	\$9.00	\$18.00	30	
45	AEN	AEN EM	7/31/17	8/6/17	05:00	09:00	X	X						-	-	1	\$9.00	\$9.00	30	
46	AEN	AEN DT	7/24/17	7/30/17	09:00	16:00			X	X	X	X	X	-	-	3	\$7.00	\$21.00	30	
47	AEN	AEN DT	7/31/17	8/6/17	09:00	16:00	X	X						-	-	1	\$7.00	\$7.00	30	
48	AEN	AEN EF	7/24/17	7/30/17	16:00	19:00			X	X	X	X	X	-	-	2	\$11.00	\$22.00	30	
49	AEN	AEN EF	7/31/17	8/6/17	16:00	19:00	X	X						-	-	1	\$11.00	\$11.00	30	
50	AEN	AEN PT	7/24/17	7/30/17	19:00	24:00			X	X	X	X	X	-	-	5	\$18.00	\$90.00	30	
51	AEN	AEN PT	7/31/17	8/6/17	19:00	24:00	X	X						-	-	2	\$18.00	\$36.00	30	
52	AEN	AEN W	7/24/17	7/30/17	11:00	19:00						X	X	-	-	3	\$11.00	\$33.00	30	

	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Total
<b>SPOTS</b>	88	27	0	0	0	0	0	0	0	0	0	0	115
<b>AMT</b>	\$1,157.00	\$362.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,519.00

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

Date Printed 07/25/17

62442565 | Roanoke-Lynchburg | Prime Media/Roanoke Zone, VA | 1073 |