

Ampersand Cable System Order

| | |
|-------------|------------------------------|
| Order # | 62889121 |
| Syscode | 1073 |
| System Name | Prime Media/Roanoke Zone, VA |
| Market | Roanoke-Lynchburg |

| | |
|--------------|----------------------------|
| Flight Dates | 04/23/21 - 04/29/21 |
| Agency | Full Reach Media Group LLC |
| Advertiser | Power for Tomorrow |

| | |
|-------------|----------|
| Update Date | 04/22/21 |
| Version | 1 Vs. 1 |

| | |
|-------------------|--------------------------|
| AE | Molly Casca |
| Sales Coordinator | Hila Arbell |
| Office | Washington |
| Phone | (301) 941-2620 |
| Status | Not accepted |
| Survey | DMA Nielsen Live+7 Jun20 |
| - | |

| | |
|---------------|-----------------|
| Client Code | 89 |
| Product Code | 93 |
| Est Code | 1655 |
| Product Name | 4.23-4.29 (30s) |
| Credit Status | Cash in Advance |

| | | | |
|------------------|---------------|------|---|
| Show All Lines | | | |
| Total # of Weeks | 1 | | |
| Total | \$804.00 | | |
| Commission | \$120.60 | | |
| Net Total | \$683.40 | | |
| Total Spots | 41 | | |
| Affiliate Split | 100.0 | | |
| Sold On | Cost Per Spot | | |
| GRP | - | GIMP | - |
| CPP | - | CPM | - |

| | |
|-----------------|-------------------|
| Primary Demo | Households |
| Makegood Policy | Approval Required |

Comments : 4/22 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 | _ | 4/19/21 | 4/25/21 | 05:00 | 09:00 | | | | | X | X | X | - | - | 1 | \$15.00 | \$15.00 | 30 | NCR 03/29/21-06/27/21 |
| 2 | CNN | _ | 4/19/21 | 4/25/21 | 09:00 | 16:00 | | | | | X | X | X | - | - | 2 | \$13.00 | \$26.00 | 30 | NCR 03/29/21-06/27/21 |
| 3 | CNN | _ | 4/19/21 | 4/25/21 | 16:00 | 19:00 | | | | | X | X | X | - | - | 2 | \$19.00 | \$38.00 | 30 | NCR 03/29/21-06/27/21 |
| 4 | CNN | _ | 4/19/21 | 4/25/21 | 19:00 | 24:00 | | | | | X | X | X | - | - | 2 | \$28.00 | \$56.00 | 30 | NCR 03/29/21-06/27/21 |
| 5 | CNN | _ | 4/26/21 | 5/2/21 | 05:00 | 09:00 | X | X | X | X | | | | - | - | 2 | \$15.00 | \$30.00 | 30 | NCR 03/29/21-06/27/21 |
| 6 | CNN | _ | 4/26/21 | 5/2/21 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 2 | \$13.00 | \$26.00 | 30 | NCR 03/29/21-06/27/21 |
| 7 | CNN | _ | 4/26/21 | 5/2/21 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 2 | \$19.00 | \$38.00 | 30 | NCR 03/29/21-06/27/21 |
| 8 | CNN | _ | 4/26/21 | 5/2/21 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 3 | \$28.00 | \$84.00 | 30 | NCR 03/29/21-06/27/21 |
| 9 | FXNC | _ | 4/19/21 | 4/25/21 | 05:00 | 09:00 | | | | | X | X | X | - | - | 1 | \$19.00 | \$19.00 | 30 | NCR 03/29/21-06/27/21 |
| 10 | FXNC | _ | 4/19/21 | 4/25/21 | 09:00 | 16:00 | | | | | X | X | X | - | - | 1 | \$16.00 | \$16.00 | 30 | NCR 03/29/21-06/27/21 |
| 11 | FXNC | _ | 4/19/21 | 4/25/21 | 16:00 | 19:00 | | | | | X | X | X | - | - | 1 | \$24.00 | \$24.00 | 30 | NCR 03/29/21-06/27/21 |
| 12 | FXNC | _ | 4/19/21 | 4/25/21 | 19:00 | 24:00 | | | | | X | X | X | - | - | 1 | \$35.00 | \$35.00 | 30 | NCR 03/29/21-06/27/21 |
| 13 | FXNC | _ | 4/26/21 | 5/2/21 | 05:00 | 09:00 | X | X | X | X | | | | - | - | 1 | \$19.00 | \$19.00 | 30 | NCR 03/29/21-06/27/21 |
| 14 | FXNC | _ | 4/26/21 | 5/2/21 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 1 | \$16.00 | \$16.00 | 30 | NCR 03/29/21-06/27/21 |
| 15 | FXNC | _ | 4/26/21 | 5/2/21 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 1 | \$24.00 | \$24.00 | 30 | NCR 03/29/21-06/27/21 |
| 16 | FXNC | _ | 4/26/21 | 5/2/21 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 2 | \$35.00 | \$70.00 | 30 | NCR 03/29/21-06/27/21 |
| 17 | MNBC | _ | 4/19/21 | 4/25/21 | 05:00 | 09:00 | | | | | X | X | X | - | - | 1 | \$13.00 | \$13.00 | 30 | NCR 03/29/21-06/27/21 |
| 18 | MNBC | _ | 4/19/21 | 4/25/21 | 09:00 | 16:00 | | | | | X | X | X | - | - | 2 | \$10.00 | \$20.00 | 30 | NCR 03/29/21-06/27/21 |
| 19 | MNBC | _ | 4/19/21 | 4/25/21 | 16:00 | 19:00 | | | | | X | X | X | - | - | 2 | \$16.00 | \$32.00 | 30 | NCR 03/29/21-06/27/21 |
| 20 | MNBC | _ | 4/19/21 | 4/25/21 | 19:00 | 24:00 | | | | | X | X | X | - | - | 2 | \$25.00 | \$50.00 | 30 | NCR 03/29/21-06/27/21 |
| 21 | MNBC | _ | 4/26/21 | 5/2/21 | 05:00 | 09:00 | X | X | X | X | | | | - | - | 2 | \$13.00 | \$26.00 | 30 | NCR 03/29/21-06/27/21 |

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| Comments : | 4/22 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 | MNBC | _ | 4/26/21 | 5/2/21 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 2 | \$10.00 | \$20.00 | 30 | NCR 03/29/21-06/27/21 |
| 23 | MNBC | _ | 4/26/21 | 5/2/21 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 2 | \$16.00 | \$32.00 | 30 | NCR 03/29/21-06/27/21 |
| 24 | MNBC | _ | 4/26/21 | 5/2/21 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 3 | \$25.00 | \$75.00 | 30 | NCR 03/29/21-06/27/21 |

| | 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 | 18 | 23 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 41 |
| AMT | \$344.00 | \$460.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$804.00 |

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 04/22/21

62889121 | Roanoke-Lynchburg | Prime Media/Roanoke Zone, VA | 1073 |