

Ampersand Cable System Order

Order #	62864167
Syscode	1073
System Name	Prime Media/Roanoke Zone, VA
Market	Roanoke-Lynchburg

Flight Dates	01/27/21 - 02/02/21
Agency	FP1 Strategies Inc
Advertiser	Pete for Governor

Update Date	01/26/21
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 Mar20
-	

Client Code	84
Product Code	87
Est Code	1505
Product Name	1.27-2.2
Credit Status	

Show All Lines			
Total # of Weeks	1		
Total	\$679.00		
Commission	\$101.85		
Net Total	\$577.15		
Total Spots	45		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	182.1	GIMP	9201
CPP	\$4.00	CPM	\$73.80

Primary Demo	Households
Makegood Policy	Approval Required

Comments : 1/26 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	FXNC	FXNC EM	2/1/21	2/7/21	05:00	09:00	X	X						3.10	158	3	\$12.00	\$36.00	30	
2	FXNC	FXNC DT	2/1/21	2/7/21	09:00	16:00	X	X						3.90	194	3	\$11.00	\$33.00	30	
3	FXNC	FXNC EF	2/1/21	2/7/21	16:00	19:00	X	X						5.20	263	3	\$15.00	\$45.00	30	
4	FXNC	FXNC PT	2/1/21	2/7/21	19:00	24:00	X	X						5.40	272	4	\$21.00	\$84.00	30	
5	FXNC	FXNC EM	1/25/21	1/31/21	05:00	09:00			X	X	X	X	X	3.00	152	7	\$12.00	\$84.00	30	
6	FXNC	FXNC DT	1/25/21	1/31/21	09:00	16:00			X	X	X	X	X	3.60	181	8	\$11.00	\$88.00	30	
7	FXNC	FXNC EF	1/25/21	1/31/21	16:00	19:00			X	X	X	X	X	4.20	213	8	\$15.00	\$120.00	30	
8	FXNC	FXNC PT	1/25/21	1/31/21	19:00	24:00			X	X	X	X	X	4.50	228	9	\$21.00	\$189.00	30	

	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Total
SPOTS	32	13	0	0	0	0	0	0	0	0	0	0	45
AMT	\$481.00	\$198.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$679.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 01/26/21

62864167 | Roanoke-Lynchburg | Prime Media/Roanoke Zone, VA | 1073 |