



125 West 55th St
New York, NY 10019

Contract # 28393669	Changes as of: 4/19/2024 at 9:50 AM	Version: Original Order
CPE: AFVI/AFVI/4204	Flight: 4/23/24 - 4/29/24	Station: WAVY
Agency: ASSEMBLY	Advertiser: AFFORDABLE VIRGINIA	Market: Norfolk-Virginia Beach
Targetcast LLC dba Assembly One World Trade Center, FL 67 New York, NY 10007	Product: AFFORDABLE VIRGINIA	Office: NEW YORK
	Agency Order #: 179584	Service: Nielsen
	Buyer: ALLISON GOLDBERG	Primary Demo: Adults 35+
	Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880
		Con Type: POLITICAL/VOTE
		Total \$: \$15,970.00
		Total Spots: 11
		Total CPP: \$400.25
		Total GRP: 39.9
		Traffic #: 4441761

Separation:

Comments: TERMS & CONDITIONS;-This order was booked on behalf of the above client C/O Assembly.;Assembly assumes NO liability for payment.;-All makegoods MUST be approved in writing.;-All programs MUST be listed and in the time period exactly as above.;-NO deviations will be permitted WITHOUT written approval.;-All rotations MUST be fair & equal; minimum 30 minute separation and; 30 minute competitive separation.;-CANCELLATION POLICY; 2 TO 3 DAYS for DR orders; 2 WKS for GENERAL MARKET orders;;PLEASE SEND ORDER CONFIRMATION BACK WITHIN 24 HOURS;;Please EMAIL ALL invoices to: Assembly.Spot@ipsservices.com;;-If you have any questions or concerns, please send an email to: asmclientap@assemblyglobal.com

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	4/23 - 4/29							Total Spots	Total \$	CPP*	GRP*
								4/23	4/24	4/25	4/26	4/27	4/28	4/29				
1	M-Su 7a-9a		TODAY SHOW-NBC	\$1,430.00	3.1	33,000	30	0	1	1	1	0	0	0	3	\$4,290.00	\$461.29	9.3
2	M-Su 12n-1p		WAVY News 10 at Noon	\$555.00	2.5	26,800	30	0	1	0	1	0	0	0	2	\$1,110.00	\$222.00	5.0
3	M-Su 5p-5:30p		WAVY News 10 at 5p	\$1,570.00	3.4	36,700	30	0	0	1	1	0	0	0	2	\$3,140.00	\$461.76	6.8
4	M-Su 6p-6:30p		WAVY News 10 at 6p	\$2,425.00	6.1	65,700	30	1	0	0	1	0	0	0	2	\$4,850.00	\$397.54	12.2
5	M-Su 11p-11:35p		WAVY News 10 at 11p	\$1,290.00	3.3	35,200	30	0	0	0	1	0	0	1	2	\$2,580.00	\$390.91	6.6
TOTALS:								1	2	2	5	0	0	1	11	\$15,970.00	\$400.25	39.9

Makegood Comments

Date/Time	Action	Added by	Comment
04/19/24 10:11 AM	Confirmed	System	Notice Received.
04/19/24 9:50 AM	New	BILL THOMAS	TERMS & CONDITIONS;-This order was booked on behalf of the above client C/O Assembly.;Assembly assumes NO liability for payment.;-All makegoods MUST be approved in writing.;-All programs MUST be listed and in the time period exactly as above.;-NO deviations will be permitted WITHOUT written approval.;-All rotations MUST be fair & equal; minimum 30 minute separation and; 30 minute competitive separation.;-CANCELLATION POLICY; 2 TO 3 DAYS for DR orders; 2 WKS for GENERAL MARKET orders;;PLEASE SEND ORDER CONFIRMATION BACK WITHIN 24 HOURS;;Please EMAIL ALL invoices to: Assembly.Spot@ipsservices.com;;-If you have any questions or concerns, please send an email to: asmclientap@assemblyglobal.com