



125 West 55th St
New York, NY 10019

Contract # 28397325	Changes as of: 5/2/2024 at 7:27 PM	Version: Original Order
CPE: AFVI/AFVI/4206	Flight: 5/7/24 - 5/13/24	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 #: 180297	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

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	5/7 - 5/13							Total Spots	Total \$	CPP*	GRP*
								5/7	5/8	5/9	5/10	5/11	5/12	5/13				
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
05/02/24 7:28 PM	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