

NCC Cable System Order

Order #	62443859	Flight Dates	07/31/17 - 08/13/17	Update Date	07/31/17
Syscode	7638	Agency	Shorr, Johnson & Magnus	Version	1 Vs. 1
System Name	Cass Cable TV/Virginia, IL	Advertiser	JB for Governor	Show All Lines	
Market	Champaign-Sprngfld-Dtr DMA			Total # of Weeks	2
		Client Code		Total	\$1,000.00
AE	Meghan Hughes	Product Code	30s	Commission	\$150.00
Sales Coordinator	Evan Butcher	Est Code	8.1-8.7	Net Total	\$850.00
Office	San Francisco	Product Name		Total Spots	92
Phone	(415) 844-1440	Credit Status		Affiliate Split	100.0
Status	Accepted			Sold On	Cost Per Spot
Survey	DMA Nielsen Live+1 Jul17 Proj. (Jul16 HUT, Fe	Primary Demo	Adults 35+	GRP	-
-		Makegood Policy	Approval Required	GIMP	-
				CPP	-
Comments :		New Candidate Order. Please Review and Confirm. Thanks! 7.31			

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	AEN	AEN PT	7/31/17	8/6/17	19:00	24:00		X	X	X	X	X	X	-	-	3	\$15.00	\$45.00	30	
2	AEN	AEN PT	8/7/17	8/13/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	
3	CNN	CNN EM	7/31/17	8/6/17	05:00	09:00		X	X	X	X	X	X	-	-	6	\$8.00	\$48.00	30	
4	CNN	CNN EM	8/7/17	8/13/17	05:00	09:00	X							-	-	1	\$8.00	\$8.00	30	
5	CNN	CNN NEWSROOM<	7/31/17	8/6/17	09:00	16:00		X	X	X	X	X	X	-	-	12	\$6.00	\$72.00	30	
6	CNN	CNN NEWSROOM<	8/7/17	8/13/17	09:00	16:00	X							-	-	2	\$6.00	\$12.00	30	
7	CNN	VARIOUS	7/31/17	8/6/17	16:00	19:00		X	X	X	X	X	X	-	-	4	\$12.00	\$48.00	30	
8	CNN	VARIOUS	8/7/17	8/13/17	16:00	19:00	X							-	-	1	\$12.00	\$12.00	30	
9	CNN	CNN PT	7/31/17	8/6/17	19:00	24:00		X	X	X	X	X	X	-	-	9	\$15.00	\$135.00	30	
10	CNN	CNN PT	8/7/17	8/13/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	
11	FOOD	FOOD PT	7/31/17	8/6/17	19:00	24:00		X	X	X	X	X	X	-	-	3	\$15.00	\$45.00	30	
12	FOOD	FOOD PT	8/7/17	8/13/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	
13	HGTV	HGTV PT	7/31/17	8/6/17	19:00	24:00		X	X	X	X	X	X	-	-	3	\$15.00	\$45.00	30	
14	HGTV	HGTV PT	8/7/17	8/13/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	
15	MNBC	MNBC EM	7/31/17	8/6/17	05:00	09:00		X	X	X	X	X	X	-	-	6	\$8.00	\$48.00	30	
16	MNBC	MNBC EM	8/7/17	8/13/17	05:00	09:00	X							-	-	1	\$8.00	\$8.00	30	
17	MNBC	VARIOUS	7/31/17	8/6/17	09:00	16:00		X	X	X	X	X	X	-	-	12	\$6.00	\$72.00	30	
18	MNBC	VARIOUS	8/7/17	8/13/17	09:00	16:00	X							-	-	2	\$6.00	\$12.00	30	
19	MNBC	VARIOUS	7/31/17	8/6/17	16:00	19:00		X	X	X	X	X	X	-	-	4	\$12.00	\$48.00	30	
20	MNBC	VARIOUS	8/7/17	8/13/17	16:00	19:00	X							-	-	1	\$12.00	\$12.00	30	
21	MNBC	MNBC PT	7/31/17	8/6/17	19:00	24:00		X	X	X	X	X	X	-	-	9	\$15.00	\$135.00	30	

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Market	Champaign-Sprngfld-Dtr DMA

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Agency	Shorr, Johnson & Magnus
Advertiser	JB for Governor

Update Date	07/31/17
Version	1 Vs. 1

AE	Meghan Hughes
Sales Coordinator	Evan Butcher
Office	San Francisco
Phone	(415) 844-1440
Status	Accepted
Survey	DMA Nielsen Live+1 Jul17 Proj. (Jul16 HUT, Fe
-	

Client Code	
Product Code	30s
Est Code	8.1-8.7
Product Name	
Credit Status	

Show All Lines	
Total # of Weeks	2
Total	\$1,000.00
Commission	\$150.00
Net Total	\$850.00
Total Spots	92
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Sold On	Cost Per Spot
GRP	-
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22	MNBC	MNBC PT	8/7/17	8/13/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	
23	TNT	TNT PT	7/31/17	8/6/17	19:00	24:00		X	X	X	X	X	X	-	-	3	\$15.00	\$45.00	30	
24	TNT	TNT PT	8/7/17	8/13/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	
25	USA	USA PT	7/31/17	8/6/17	19:00	24:00		X	X	X	X	X	X	-	-	3	\$15.00	\$45.00	30	
26	USA	USA PT	8/7/17	8/13/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	

	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Total
SPOTS	92	0	0	0	0	0	0	0	0	0	0	0	92
AMT	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 07/31/17

62443859 | Champaign-Sprngfld-Dtr DMA | Cass Cable TV/Virginia, IL | 7638 |

Cass Advertising

Cass Advertising
100 Redbud Rd, PO Box 200
Virginia, IL 62691
888-314-1374

Today's Date : 07/31/2017

CLIENT # : 0759-34

CLIENT : **JB for Governor**

ADVERTISER : #62443859 #8.1-8.7 (30s) V

Address : **Address1**

City : **City**

State : **ST**

Zip Code : **00000**

Phone Number : **(000) 000 - 0000**

Fax Number : **(000) 000 - 0000**

Email Address :

Contact : **James Pagano (Evan Butcher)**

Campaign : Virginia

Start Date : **07/31/2017**

Description : C_3Z3-L2-1 | |

Stop Date : **08/13/2017**

Contract Type: Regular

Line	Network	Start Date	Stop Date	Time Frame									Commercials	Rate	Ad Copy	Gross Total	Location
				From	To	Mon	Tue	Wed	Thu	Fri	Sat	Sun					
1	AnE	07/31/2017	08/06/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	3	\$15.00	2	\$45.00	Virginia Headend
2	AnE	08/07/2017	08/13/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
3	CNN	07/31/2017	08/06/2017	05:00:00	09:00:00	0	X	X	X	X	X	X	6	\$8.00	2	\$48.00	Virginia Headend
4	CNN	08/07/2017	08/13/2017	05:00:00	09:00:00	X	0	0	0	0	0	0	1	\$8.00	2	\$8.00	Virginia Headend
5	CNN	07/31/2017	08/06/2017	09:00:00	16:00:00	0	X	X	X	X	X	X	12	\$6.00	2	\$72.00	Virginia Headend
6	CNN	08/07/2017	08/13/2017	09:00:00	16:00:00	X	0	0	0	0	0	0	2	\$6.00	2	\$12.00	Virginia Headend
7	CNN	07/31/2017	08/06/2017	16:00:00	19:00:00	0	X	X	X	X	X	X	4	\$12.00	2	\$48.00	Virginia Headend
8	CNN	08/07/2017	08/13/2017	16:00:00	19:00:00	X	0	0	0	0	0	0	1	\$12.00	2	\$12.00	Virginia Headend
9	CNN	07/31/2017	08/06/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	9	\$15.00	2	\$135.00	Virginia Headend
10	CNN	08/07/2017	08/13/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
11	FOOD	07/31/2017	08/06/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	3	\$15.00	2	\$45.00	Virginia Headend
12	FOOD	08/07/2017	08/13/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
13	HGTV	07/31/2017	08/06/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	3	\$15.00	2	\$45.00	Virginia Headend
14	HGTV	08/07/2017	08/13/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
15	MSNB	07/31/2017	08/06/2017	05:00:00	09:00:00	0	X	X	X	X	X	X	6	\$8.00	2	\$48.00	Virginia Headend
16	MSNB	08/07/2017	08/13/2017	05:00:00	09:00:00	X	0	0	0	0	0	0	1	\$8.00	2	\$8.00	Virginia Headend
17	MSNB	07/31/2017	08/06/2017	09:00:00	16:00:00	0	X	X	X	X	X	X	12	\$6.00	2	\$72.00	Virginia Headend
18	MSNB	08/07/2017	08/13/2017	09:00:00	16:00:00	X	0	0	0	0	0	0	2	\$6.00	2	\$12.00	Virginia Headend
19	MSNB	07/31/2017	08/06/2017	16:00:00	19:00:00	0	X	X	X	X	X	X	4	\$12.00	2	\$48.00	Virginia Headend
20	MSNB	08/07/2017	08/13/2017	16:00:00	19:00:00	X	0	0	0	0	0	0	1	\$12.00	2	\$12.00	Virginia Headend
21	MSNB	07/31/2017	08/06/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	9	\$15.00	2	\$135.00	Virginia Headend
22	MSNB	08/07/2017	08/13/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
23	TNT	07/31/2017	08/06/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	3	\$15.00	2	\$45.00	Virginia Headend
24	TNT	08/07/2017	08/13/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
25	USA	07/31/2017	08/06/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	3	\$15.00	2	\$45.00	Virginia Headend
26	USA	08/07/2017	08/13/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
Weekly Totals :						46							\$500.00				

Today's Date : 07/31/2017
 CLIENT : **JB for Governor**
 Address : **Address1**
 City : **City**
 Phone Number : **(000) 000 - 0000**
 Email Address :

CLIENT # : **0759-34**
 ADVERTISER : **#62443859 #8.1-8.7 (30s) V**
 State : **ST** Zip Code : **00000**
 Fax Number : **(000) 000 - 0000**

Contact : **James Pagano (Evan Butcher)**
 Start Date : **07/31/2017**
 Stop Date : **08/13/2017**

Campaign : Virginia
 Description : C_3Z3-L2-1 | |
 Contract Type: Regular

Commercials per Week : 46
 Weekly Investments : \$500.00
 Commercials per Month : 46
 Average Monthly Gross Investments : \$500.00
 Term of Contract In Months : 2
 Total Commercial Announcements : 92
 Total Gross Advertising Investment : \$ 1,000.00
 PAYMENT TERMS : Terms

Type of Copy - Copy Number - Percentage
 Normal Copy 2 and 100 %
 Spot Number - Description
 7 JBPTV1716H

AVERAGE COST PER SPOT : \$ 10.87

	Aug-2017	Sep-2017	Oct-2017	Nov-2017	Dec-2017	Jan-2018	Feb-2018	Mar-2018	Apr-2018	May-2018	Jun-2018	Jul-2018
Gross Total	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Spots	92	0	0	0	0	0	0	0	0	0	0	0

Inventory is limited and is subject to availability.
 Rates are good for seven days. Subject to change.
 All Rates based on each commercial.
 Rates do not include commercial production.
 Deadlines: 2-day turnaround for traffic and insertion.
 Proposal Expires in 30 days

Terms

Pay Who

Address, City, State ZIP

Client Signature

Cass Advertising : Laymon Carter