

NCC Cable System Order

Order #	62440605
Syscode	7638
System Name	Cass Cable TV/Virginia, IL
Market	Champaign-Sprngfld-Dtr DMA

AE	Meghan Hughes
Sales Coordinator	Evan Butcher
Office	San Francisco
Phone	(415) 844-1440
Status	Accepted
Survey	DMA Nielsen Live+1 May17
-	

Flight Dates	07/17/17 - 07/30/17
Agency	Shorr, Johnson & Magnus
Advertiser	JB for Governor

Client Code	
Product Code	
Est Code	
Product Name	
Credit Status	

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Update Date	07/17/17		
Version	1 Vs. 1		
Show All Lines			
Total # of Weeks	2		
Total	\$632.00		
Commission	\$94.80		
Net Total	\$537.20		
Total Spots	64		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

Comments :	7.17 New Candidate Order. Please review and confirm. Thanks!
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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	CNN EM	7/17/17	7/23/17	05:00	09:00		X	X	X	X	X	X	-	-	7	\$8.00	\$56.00	30	
2	CNN	CNN EM	7/24/17	7/30/17	05:00	09:00	X							-	-	1	\$8.00	\$8.00	30	
3	CNN	CNN NEWSROOM<	7/17/17	7/23/17	09:00	16:00		X	X	X	X	X	X	-	-	9	\$6.00	\$54.00	30	
4	CNN	CNN NEWSROOM<	7/24/17	7/30/17	09:00	16:00	X							-	-	1	\$6.00	\$6.00	30	
5	CNN	VARIOUS	7/17/17	7/23/17	16:00	19:00		X	X	X	X	X	X	-	-	5	\$12.00	\$60.00	30	
6	CNN	VARIOUS	7/24/17	7/30/17	16:00	19:00	X							-	-	1	\$12.00	\$12.00	30	
7	CNN	CNN PT	7/17/17	7/23/17	19:00	24:00		X	X	X	X	X	X	-	-	7	\$15.00	\$105.00	30	
8	CNN	CNN PT	7/24/17	7/30/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	
9	MNBC	MNBC EM	7/17/17	7/23/17	05:00	09:00		X	X	X	X	X	X	-	-	7	\$8.00	\$56.00	30	
10	MNBC	MNBC EM	7/24/17	7/30/17	05:00	09:00	X							-	-	1	\$8.00	\$8.00	30	
11	MNBC	VARIOUS	7/17/17	7/23/17	09:00	16:00		X	X	X	X	X	X	-	-	9	\$6.00	\$54.00	30	
12	MNBC	VARIOUS	7/24/17	7/30/17	09:00	16:00	X							-	-	1	\$6.00	\$6.00	30	
13	MNBC	VARIOUS	7/17/17	7/23/17	16:00	19:00		X	X	X	X	X	X	-	-	5	\$12.00	\$60.00	30	
14	MNBC	VARIOUS	7/24/17	7/30/17	16:00	19:00	X							-	-	1	\$12.00	\$12.00	30	
15	MNBC	MNBC PT	7/17/17	7/23/17	19:00	24:00		X	X	X	X	X	X	-	-	7	\$15.00	\$105.00	30	

NCC Cable System Order

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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	\$632.00
AE	Meghan Hughes	Product Code		Commission	\$94.80
Sales Coordinator	Evan Butcher	Est Code		Net Total	\$537.20
Office	San Francisco	Product Name		Total Spots	64
Phone	(415) 844-1440	Credit Status		Affiliate Split	100.0
Status	Accepted			Sold On	Cost Per Spot
Survey	DMA Nielsen Live+1 May17	Primary Demo	Adults 35+	GRP	-
-		Makegood Policy	Approval Required	GIMP	-
				CPP	-
Comments :	7.17 New Candidate Order. Please review and confirm. Thanks!				

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16	MNBC	MNBC PT	7/24/17	7/30/17	19:00	24:00	X							-	-	1	\$15.00	\$15.00	30	

	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Total
SPOTS	64	0	0	0	0	0	0	0	0	0	0	0	64
AMT	\$632.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$632.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 07/17/17

62440605 | 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 : 07/17/2017
CLIENT : **JB for Governor**
Address : **Address1**
City : **City**
Phone Number : **(000) 000 - 0000**
Email Address :

CLIENT # : **0759-32**
ADVERTISER : **#62440605 (30s) V**
State : **ST** Zip Code : **00000**
Fax Number : **(000) 000 - 0000**

Contact : **James Pagano (Evan Butcher)**
Start Date : **07/17/2017**
Stop Date : **07/30/2017**

Campaign : Virginia
Description : **C_3Z3-KU-1 | |**
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	CNN	07/17/2017	07/23/2017	05:00:00	09:00:00	0	X	X	X	X	X	X	7	\$8.00	2	\$56.00	Virginia Headend
2	CNN	07/24/2017	07/30/2017	05:00:00	09:00:00	X	0	0	0	0	0	0	1	\$8.00	2	\$8.00	Virginia Headend
3	CNN	07/17/2017	07/23/2017	09:00:00	16:00:00	0	X	X	X	X	X	X	9	\$6.00	2	\$54.00	Virginia Headend
4	CNN	07/24/2017	07/30/2017	09:00:00	16:00:00	X	0	0	0	0	0	0	1	\$6.00	2	\$6.00	Virginia Headend
5	CNN	07/17/2017	07/23/2017	16:00:00	19:00:00	0	X	X	X	X	X	X	5	\$12.00	2	\$60.00	Virginia Headend
6	CNN	07/24/2017	07/30/2017	16:00:00	19:00:00	X	0	0	0	0	0	0	1	\$12.00	2	\$12.00	Virginia Headend
7	CNN	07/17/2017	07/23/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	7	\$15.00	2	\$105.00	Virginia Headend
8	CNN	07/24/2017	07/30/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend
9	MSNB	07/17/2017	07/23/2017	05:00:00	09:00:00	0	X	X	X	X	X	X	7	\$8.00	2	\$56.00	Virginia Headend
10	MSNB	07/24/2017	07/30/2017	05:00:00	09:00:00	X	0	0	0	0	0	0	1	\$8.00	2	\$8.00	Virginia Headend
11	MSNB	07/17/2017	07/23/2017	09:00:00	16:00:00	0	X	X	X	X	X	X	9	\$6.00	2	\$54.00	Virginia Headend
12	MSNB	07/24/2017	07/30/2017	09:00:00	16:00:00	X	0	0	0	0	0	0	1	\$6.00	2	\$6.00	Virginia Headend
13	MSNB	07/17/2017	07/23/2017	16:00:00	19:00:00	0	X	X	X	X	X	X	5	\$12.00	2	\$60.00	Virginia Headend
14	MSNB	07/24/2017	07/30/2017	16:00:00	19:00:00	X	0	0	0	0	0	0	1	\$12.00	2	\$12.00	Virginia Headend
15	MSNB	07/17/2017	07/23/2017	19:00:00	24:00:00	0	X	X	X	X	X	X	7	\$15.00	2	\$105.00	Virginia Headend
16	MSNB	07/24/2017	07/30/2017	19:00:00	24:00:00	X	0	0	0	0	0	0	1	\$15.00	2	\$15.00	Virginia Headend

Weekly Totals : **32** **\$316.00**

Commercials per Week : 32
Weekly Investments : \$316.00
Commercials per Month : 64
Average Monthly Gross Investments : \$632.00
Term of Contract In Months : 1
Total Commercial Announcements : 64
Total Gross Advertising Investment : \$ 632.00
PAYMENT TERMS : Terms

Type of Copy - Copy Number - Percentage
Normal Copy 2 and 100 %

Spot Number - Description

4 JBPTV1708H

AVERAGE COST PER SPOT : \$ 9.88

Today's Date : 07/17/2017

CLIENT # : 0759-32

CLIENT : JB for Governor

ADVERTISER : #62440605 (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 : 07/17/2017

Description : C_3Z3-KU-1 | |

Stop Date : 07/30/2017

Contract Type: Regular

	Jul-2017	Aug-2017	Sep-2017	Oct-2017	Nov-2017	Dec-2017	Jan-2018	Feb-2018	Mar-2018	Apr-2018	May-2018	Jun-2018
Gross Total	\$632.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Spots	64	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