

### NCC Cable System Order

Order #	62423538
Syscode	7638
System Name	Cass Cable TV/Virginia, IL
Market	Champaign-Sprngfld-Dtr DMA

Flight Dates	05/15/17 - 05/28/17
Agency	Shorr, Johnson & Magnus
Advertiser	JB for Governor

Update Date	05/15/17
Version	1 Vs. 1

AE	James Pagano
Sales Coordinator	Evan Butcher
Office	Washington
Phone	(301) 951-2620
Status	Accepted
Survey	DMA Nielsen Live+1 Feb17
-	

Client Code	
Product Code	60s
Est Code	5.16-5.22
Product Name	
Credit Status	

Show All Lines			
Total # of Weeks	2		
Total	\$244.00		
Commission	\$36.60		
Net Total	\$207.40		
Total Spots	11		
Affiliate Split	100.0		
Sold On	Cost Per Spot		
GRP	-	GIMP	-
CPP	-	CPM	-

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Comments : New Candidate Order. 60s. Please Review and Confirm. Thanks! 5.15

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	MNBC	MNBC EM	5/15/17	5/21/17	05:00	09:00		X	X	X	X	X	X	-	-	3	\$16.00	\$48.00	60	
2	MNBC	MNBC EM	5/22/17	5/28/17	05:00	09:00	X							-	-	1	\$16.00	\$16.00	60	
3	MNBC	MNBC DT	5/15/17	5/21/17	09:00	16:00		X	X	X	X	X	X	-	-	1	\$12.00	\$12.00	60	
4	MNBC	MNBC PT	5/15/17	5/21/17	19:00	24:00		X	X	X	X	X	X	-	-	3	\$30.00	\$90.00	60	
5	MNBC	MNBC PT	5/22/17	5/28/17	19:00	24:00	X							-	-	1	\$30.00	\$30.00	60	
6	MNBC	MNBC LF	5/15/17	5/21/17	16:00	19:00		X	X	X	X	X	X	-	-	2	\$24.00	\$48.00	60	

	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	Total
<b>SPOTS</b>	11	0	0	0	0	0	0	0	0	0	0	0	11
<b>AMT</b>	\$244.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$244.00

SYSTEM APP: \_\_\_\_\_ SALES \_\_\_\_\_ ACCT \_\_\_\_\_

Date Printed 05/15/17

62423538 | 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 : 05/15/2017  
 CLIENT : **JB for Governor**  
 Address : **Address1**  
 City : **City**  
 Phone Number : **(000) 000 - 0000**  
 Email Address :  
 Contact : **James Pagano (Evan Butcher)**  
 Start Date : **05/15/2017**  
 Stop Date : **05/28/2017**

CLIENT # : **0759-06**  
 ADVERTISER : **#62423538 #5.16-5.22 (60) V**  
 State : **ST** Zip Code : **00000**  
 Fax Number : **(000) 000 - 0000**  
 Campaign : Virginia  
 Description : C\_3Z3-IZ-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	MSNB	05/15/2017	05/21/2017	05:00:00	09:00:00	0	X	X	X	X	X	X	3	\$16.00	1	\$48.00	Virginia Headend
2	MSNB	05/22/2017	05/28/2017	05:00:00	09:00:00	X	0	0	0	0	0	1	\$16.00	1	\$16.00	Virginia Headend	
3	MSNB	05/15/2017	05/21/2017	09:00:00	16:00:00	0	X	X	X	X	X	1	\$12.00	1	\$12.00	Virginia Headend	
4	MSNB	05/15/2017	05/21/2017	19:00:00	24:00:00	0	X	X	X	X	X	3	\$30.00	1	\$90.00	Virginia Headend	
5	MSNB	05/22/2017	05/28/2017	19:00:00	24:00:00	X	0	0	0	0	0	1	\$30.00	1	\$30.00	Virginia Headend	
6	MSNB	05/15/2017	05/21/2017	16:00:00	19:00:00	0	X	X	X	X	X	2	\$24.00	1	\$48.00	Virginia Headend	
<b>Weekly Totals :</b>						<b>6</b>							<b>\$122.00</b>				

Commercials per Week : 6  
 Weekly Investments : \$122.00  
 Commercials per Month : 11  
 Average Monthly Gross Investments : \$244.00  
 Term of Contract In Months : 1  
 Total Commercial Announcements : 11  
 Total Gross Advertising Investment : \$ 244.00  
 PAYMENT TERMS : Terms

AVERAGE COST PER SPOT : \$ 22.18

Type of Copy - Copy Number - Percentage  
 Normal Copy 1 and 100 %

Spot Number - Description  
 1 JBPTV1701H

	May-2017	Jun-2017	Jul-2017	Aug-2017	Sep-2017	Oct-2017	Nov-2017	Dec-2017	Jan-2018	Feb-2018	Mar-2018	Apr-2018
<b>Gross Total</b>	\$244.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Spots</b>	11	0	0	0	0	0	0	0	0	0	0	0

Today's Date : 05/15/2017

CLIENT # : 0759-06

CLIENT : **JB for Governor**

ADVERTISER : #62423538 #5.16-5.22 (60) 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 : **05/15/2017**

Description : C\_3Z3-IZ-1 | |

Stop Date : **05/28/2017**

Contract Type: Regular

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