

Ampersand Cable System Order

| | |
|-------------|--------------------------------------|
| Order # | 63181512 |
| Syscode | 6600 |
| System Name | Spectrum/Cleveland Media Connect, OH |
| Market | Cleveland |

| | |
|--------------|--------------------------------|
| Flight Dates | 06/24/24 - 06/30/24 |
| Agency | Waterfront Strategies |
| Advertiser | Duty and Honor OH Proj# 202514 |

| | |
|-------------|----------|
| Update Date | 05/10/24 |
| Version | 1 Vs. 1 |

| | |
|-------------------|---------------------------|
| AE | Erica Steinman |
| Sales Coordinator | Liam Kelley |
| Office | Washington |
| Phone | (301) 941-2620 |
| Status | Accepted |
| Survey | DMA Nielsen Live+SD Jun23 |
| - | |

| | |
|---------------|-------------------|
| Client Code | OH |
| Product Code | 06240630 |
| Est Code | 13265 |
| Product Name | OH 06240630 13265 |
| Credit Status | Cash in Advance |

| | |
|------------------|----------------|
| Show All Lines | |
| Total # of Weeks | 1 |
| Total | \$71,258.00 |
| Commission | \$10,688.70 |
| Net Total | \$60,569.30 |
| Total Spots | 53 |
| Affiliate Split | 100.0 |
| Sold On | Cost Per Point |
| GRP | 49.83 |
| GIMP | 474312 |
| CPP | \$1,430.00 |
| CPM | \$150.23 |

| | |
|-----------------|-------------------|
| Primary Demo | Adults 35+ |
| Makegood Policy | Approval Required |

Comments : 5/9 NEW ORDER. PLEASE REVIEW AND CONFIRM, THANKS!

| 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 DT | 6/24/24 | 6/30/24 | 09:00 | 16:00 | X | X | X | X | X | X | X | 0.78 | 7385 | 2 | \$904.00 | \$1,808.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 2 | CNN | CNN PT | 6/24/24 | 6/30/24 | 19:00 | 24:00 | X | X | X | X | X | X | X | 0.78 | 7431 | 2 | \$2,698.00 | \$5,396.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 3 | FOOD | FOOD EF | 6/24/24 | 6/30/24 | 16:00 | 19:00 | X | X | X | X | X | X | X | 0.52 | 4996 | 2 | \$1,174.00 | \$2,348.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 4 | FXNC | FXNC EM | 6/24/24 | 6/30/24 | 05:00 | 09:00 | X | X | X | X | X | X | X | 0.82 | 7771 | 2 | \$1,743.00 | \$3,486.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 5 | FXNC | FXNC EF | 6/24/24 | 6/30/24 | 16:00 | 19:00 | X | X | X | X | X | X | X | 1.85 | 17634 | 2 | \$2,783.00 | \$5,566.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 6 | HALL | HALL EF | 6/24/24 | 6/30/24 | 16:00 | 19:00 | X | X | X | X | X | X | X | 0.37 | 3551 | 3 | \$1,174.00 | \$3,522.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 7 | HGTV | HGTV DT | 6/24/24 | 6/30/24 | 09:00 | 16:00 | X | X | X | X | X | X | X | 0.51 | 4841 | 3 | \$724.00 | \$2,172.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 8 | HGTV | HGTV PT | 6/24/24 | 6/30/24 | 19:00 | 24:00 | X | X | X | X | X | X | X | 0.98 | 9325 | 4 | \$1,801.00 | \$7,204.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 9 | ID | ID PT | 6/24/24 | 6/30/24 | 19:00 | 24:00 | X | X | X | X | X | X | X | 0.49 | 4651 | 3 | \$434.00 | \$1,302.00 | 30 | NPE 4/1/2024-6/30/2024 |
| 10 | MNBC | MNBC DT | 6/24/24 | 6/30/24 | 09:00 | 16:00 | X | X | X | X | X | X | X | 1.58 | 15049 | 3 | \$758.00 | \$2,274.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 11 | CNN | CNN EF | 6/24/24 | 6/30/24 | 16:00 | 19:00 | X | X | X | X | X | X | X | 0.73 | 6959 | 2 | \$1,440.00 | \$2,880.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 12 | FOOD | FOOD PT | 6/24/24 | 6/30/24 | 19:00 | 24:00 | X | X | X | X | X | X | X | 0.74 | 7091 | 2 | \$1,622.00 | \$3,244.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 13 | FXNC | FXNC PT | 6/24/24 | 6/30/24 | 19:00 | 24:00 | X | X | X | X | X | X | X | 1.93 | 18347 | 2 | \$3,478.00 | \$6,956.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 14 | HGTV | HGTV EF | 6/24/24 | 6/30/24 | 16:00 | 19:00 | X | X | X | X | X | X | X | 0.65 | 6209 | 3 | \$1,351.00 | \$4,053.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 15 | MNBC | MNBC EM | 6/24/24 | 6/30/24 | 05:00 | 09:00 | X | X | X | X | X | X | X | 1.78 | 16897 | 3 | \$865.00 | \$2,595.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 16 | CNN | CNN EM | 6/24/24 | 6/30/24 | 05:00 | 09:00 | X | X | X | X | X | X | X | 0.56 | 5301 | 2 | \$1,265.00 | \$2,530.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 17 | FXNC | FXNC DT | 6/24/24 | 6/30/24 | 09:00 | 16:00 | X | X | X | X | X | X | X | 1.26 | 12030 | 2 | \$1,268.00 | \$2,536.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 18 | ID | ID EF | 6/24/24 | 6/30/24 | 16:00 | 19:00 | X | X | X | X | X | X | X | 0.30 | 2854 | 3 | \$346.00 | \$1,038.00 | 30 | NPE 4/1/2024-6/30/2024 |
| 19 | FOOD | FOOD DT | 6/24/24 | 6/30/24 | 09:00 | 16:00 | X | X | X | X | X | X | X | 0.45 | 4329 | 2 | \$581.00 | \$1,162.00 | 30 | NCR 4/1/2024-6/30/2024 |
| 20 | MNBC | MNBC PT | 6/24/24 | 6/30/24 | 19:00 | 24:00 | X | X | X | X | X | X | X | 2.02 | 19203 | 3 | \$1,622.00 | \$4,866.00 | 30 | NCR 4/1/2024-6/30/2024 |

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| System Name | Spectrum/Cleveland Media Connect, OH | Advertiser | Duty and Honor OH Proj# 202514 | Show All Lines | | | |
| Market | Cleveland | | | Total # of Weeks | 1 | | |
| | | Client Code | OH | Total | \$71,258.00 | | |
| AE | Erica Steinman | Product Code | 06240630 | Commission | \$10,688.70 | | |
| Sales Coordinator | Liam Kelley | Est Code | 13265 | Net Total | \$60,569.30 | | |
| Office | Washington | Product Name | OH 06240630 13265 | Total Spots | 53 | | |
| Phone | (301) 941-2620 | Credit Status | Cash in Advance | Affiliate Split | 100.0 | | |
| Status | Accepted | | | Sold On | Cost Per Point | | |
| Survey | DMA Nielsen Live+SD Jun23 | Primary Demo | Adults 35+ | GRP | 49.83 | GIMP | 474312 |
| - | | Makegood Policy | Approval Required | CPP | \$1,430.00 | CPM | \$150.23 |

Comments : 5/9 NEW ORDER. PLEASE REVIEW AND CONFIRM, THANKS!

| 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 |
|------|------|---------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|------|------|-------------|------------|------------|----------|------------------------|
| 21 | HALL | HALL PT | 6/24/24 | 6/30/24 | 19:00 | 24:00 | X | X | X | X | X | X | X | 0.65 | 6233 | 3 | \$1,440.00 | \$4,320.00 | 30 | NCR 4/1/2024-6/30/2024 |

| | Jun 2024 | Jul 2024 | Aug 2024 | Sep 2024 | Oct 2024 | Nov 2024 | Dec 2024 | Jan 2025 | Feb 2025 | Mar 2025 | Apr 2025 | May 2025 | Total |
|--------------|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------------|
| SPOTS | 53 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 53 |
| AMT | \$71,258.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$71,258.00 |

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 05/28/24