

NCC Cable System Order

Order #	62383412
Syscode	6600
System Name	Spectrum/Cleveland Media Connect, OH
Market	Cleveland

Flight Dates	01/18/17 - 01/22/17
Agency	Walheim Media
Advertiser	Environmental Defense Action Fund

Update Date	01/13/17
Version	1 Vs. 1

AE	Charles Walker
Sales Coordinator	Sam Del Gobbo
Office	San Francisco
Phone	(415) 844-1440
Status	Not accepted
Survey	DMA Nielsen Live+SD Feb16
All ratings are based on DMA populations	

Client Code	EDAF
Product Code	
Est Code	
Product Name	1Q17 January EDAF Add
Credit Status	

Show All Lines			
Total # of Weeks	1		
Total	\$3,537.50		
Commission	\$530.63		
Net Total	\$3,006.88		
Total Spots	49		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	19.4	GIMP	407917
CPP	\$182.00	CPM	\$8.67

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Comments :	1.13 Urgent New Order for EDAF to Start Wed 1/18, please confirm asap!
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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	CNBC	Shark Tank	1/16/17	1/22/17	20:00	21:00			X	X				0.20	3388	1	\$75.00	\$75.00	30	
2	CNBC	Shark Tank	1/16/17	1/22/17	22:00	23:00			X	X				0.20	3679	1	\$75.00	\$75.00	30	
3	CNBC	Fast Money	1/16/17	1/22/17	17:00	18:00			X	X	X			0.10	1494	2	\$62.50	\$125.00	30	
4	CNBC	Mad Money	1/16/17	1/22/17	18:00	19:00			X	X	X			0.00	776	2	\$62.50	\$125.00	30	
5	CNBC	American Greed	1/16/17	1/22/17	21:00	22:00			X	X	X			0.20	3851	2	\$75.00	\$150.00	30	
6	CNBC	Squawk Box	1/16/17	1/22/17	05:00	09:00			X	X	X			0.00	1021	2	\$6.25	\$12.50	30	
7	CNBC	Prime	1/16/17	1/22/17	19:00	24:00			X	X	X	X	X	0.10	2128	4	\$37.50	\$150.00	30	
8	CNN	Erin Burnett OutFront	1/16/17	1/22/17	19:00	20:00			X	X	X			0.30	6794	2	\$112.50	\$225.00	30	
9	CNN	CNN Tonight	1/16/17	1/22/17	22:00	23:00			X	X	X			1.00	21639	2	\$162.50	\$325.00	30	
10	CNN	SATURDAY MORNING	1/16/17	1/22/17	05:00	11:00						X		0.30	6500	2	\$50.00	\$100.00	30	
11	CNN	New Day	1/16/17	1/22/17	05:00	09:00			X	X	X			0.20	4620	2	\$18.75	\$37.50	30	
12	CNN	Prime	1/16/17	1/22/17	19:00	24:00			X	X	X	X	X	0.60	12485	4	\$81.25	\$325.00	30	
13	CNN	Anderson Cooper 360	1/16/17	1/22/17	20:00	22:00			X	X				1.20	24086	1	\$112.50	\$112.50	30	
14	CNN	CNN Newsroom	1/16/17	1/22/17	09:00	11:00			X	X	X			0.30	6159	2	\$50.00	\$100.00	30	
15	CNN	Situation Room	1/16/17	1/22/17	17:00	19:00			X	X	X			0.30	5265	2	\$112.50	\$225.00	30	
16	MNBC	Hardball with Chris Matthews	1/16/17	1/22/17	19:00	20:00			X	X	X			0.60	12707	2	\$87.50	\$175.00	30	
17	MNBC	All In with Chris Hayes	1/16/17	1/22/17	20:00	21:00			X	X	X			0.60	12929	2	\$125.00	\$250.00	30	
18	MNBC	Weekend	1/16/17	1/22/17	11:00	19:00						X		0.40	8797	2	\$25.00	\$50.00	30	
19	MNBC	MTP Daily	1/16/17	1/22/17	17:00	18:00			X	X	X			0.50	9735	2	\$87.50	\$175.00	30	
20	MNBC	With All Due Respect	1/16/17	1/22/17	18:00	19:00			X	X	X			0.30	6413	2	\$87.50	\$175.00	30	
21	MNBC	The Rachel Maddow Show	1/16/17	1/22/17	21:00	22:00			X	X	X			1.00	19895	2	\$125.00	\$250.00	30	

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22	MNBC	Prime	1/16/17	1/22/17	19:00	24:00			X	X	X	X	X	0.50	10767	4	\$62.50	\$250.00	30	
23	MNBC	Morning	1/16/17	1/22/17	05:00	09:00			X	X	X			0.40	9027	2	\$25.00	\$50.00	30	

	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Total
SPOTS	49	0	0	0	0	0	0	0	0	0	0	0	49
AMT	\$3,537.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,537.50

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 01/13/17

62383412 | Cleveland | Spectrum/Cleveland Media Connect, OH | 6600 |