

Ampersand Cable System Order

Order #	63176231
Syscode	1527
System Name	Cox Media/Cox Plus-Southside, VA
Market	Norfolk-Virginia Beach

Flight Dates	04/23/24 - 04/29/24
Agency	AssemblyPOL
Advertiser	Affordable Virginia

Update Date	04/19/24
Version	1 Vs. 1

AE	Chris Overberg
Sales Coordinator	Ryan Choate
Office	Washington
Phone	(301) 941-2620
Status	Not accepted
Survey	DMA Nielsen Live+SD 2BK Apr23+May23
All ratings are based on DMA populations	

Client Code	AFVI
Product Code	AFVI
Est Code	4204
Product Name	AFFORDABLE VIRGINIA
Credit Status	Cash in Advance

Show All Lines			
Total # of Weeks	1		
Total	\$3,426.00		
Commission	\$513.90		
Net Total	\$2,912.10		
Total Spots	59		
Affiliate Split	100.0		
Sold On	Cost Per Point		
GRP	2.12	GIMP	22890
CPP	\$1,614.00	CPM	\$149.67

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Comments :	4/19 MG R1 spots added: +\$1566
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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	BET	BET DT	4/22/24	4/28/24	09:00	16:00		X	X	X	X			0.07	711	6	\$78.00	\$468.00	30	NCR MG 4/19 +6x
2	BET	BET DT	4/29/24	5/5/24	09:00	16:00	X							0.00	0	3	\$78.00	\$234.00	30	NCR MG 4/19 +3x
3	BET	BET EF	4/29/24	5/5/24	16:00	20:00	X							0.00	0	1	\$78.00	\$78.00	30	NCR
4	BET	BET PT	4/22/24	4/28/24	20:00	24:00		X	X	X	X			0.12	1333	4	\$120.00	\$480.00	30	NCR MG 4/19 +4x
5	OWN	OWN DT	4/22/24	4/28/24	09:00	16:00		X	X	X	X			0.00	0	4	\$12.00	\$48.00	30	NCR
6	OWN	OWN DT	4/29/24	5/5/24	09:00	16:00	X							0.00	0	1	\$12.00	\$12.00	30	NCR
7	OWN	OWN EF	4/22/24	4/28/24	16:00	20:00		X	X	X	X			0.03	364	4	\$24.00	\$96.00	30	NCR
8	OWN	OWN PT	4/22/24	4/28/24	20:00	24:00		X	X	X	X			0.00	0	4	\$60.00	\$240.00	30	NCR
9	OWN	OWN PT	4/29/24	5/5/24	20:00	24:00	X							0.00	0	1	\$60.00	\$60.00	30	NCR
10	BET	BET DT	4/22/24	4/28/24	09:00	16:00		X	X	X	X			0.07	711	4	\$78.00	\$312.00	30	NCR
11	BET	BET EF	4/22/24	4/28/24	16:00	20:00		X	X	X	X			0.08	915	4	\$78.00	\$312.00	30	NCR
12	BET	BET PT	4/29/24	5/5/24	20:00	24:00	X							0.00	0	1	\$120.00	\$120.00	30	NCR
13	OWN	OWN DT	4/29/24	5/5/24	09:00	16:00	X							0.00	0	3	\$12.00	\$36.00	30	NCR MG 4/19 +3x
14	OWN	OWN PT	4/22/24	4/28/24	20:00	24:00		X	X	X	X			0.00	0	4	\$60.00	\$240.00	30	NCR MG 4/19 +4x
15	BET	BET PT	4/22/24	4/28/24	20:00	24:00		X	X	X	X			0.12	1333	4	\$120.00	\$480.00	30	NCR
16	OWN	OWN EF	4/29/24	5/5/24	16:00	20:00	X							0.00	0	1	\$24.00	\$24.00	30	NCR
17	OWN	OWN DT	4/22/24	4/28/24	09:00	16:00		X	X	X	X			0.00	0	9	\$12.00	\$108.00	30	NCR MG 4/19 +9x

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18	BET	BET DT	4/29/24	5/5/24	09:00	16:00	X							0.00	0	1	\$78.00	\$78.00	30	NCR

	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Total
SPOTS	47	12	0	0	0	0	0	0	0	0	0	0	59
AMT	\$2,784.00	\$642.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,426.00

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 04/19/24

63176231 | Norfolk-Virginia Beach | Cox Media/Cox Plus-Southside, VA | 1527 |