# NCC Cable System Order

Rev. 11/16/17

| | |
|---|---|
| Order # | 62354126 |
| Syscode | 2734 |
| System Name | Spectrum/Wausau, WI |
| Market | Wausau, WI |

| | |
|---|---|
| AE | Matthew Marcus |
| Sales Coordinator | Rachel Wares |
| Office | Washington |
| Phone | (301) 951-2620 |
| Status | Not accepted |
| Survey | Cable Nielsen Live+1 Jul16 |
| - | |

| | |
|---|---|
| Flight Dates | 10/17/16 - 10/30/16 |
| Agency | Strategic Media Placement |
| Advertiser | American Federation for Children |
| Client Code | |
| Product Code | |
| Est Code | |
| Product Name | |
| Credit Status | |
| Primary Demo | Adults 35+ |
| Makegood Policy | Approval Required |

| | | | |
|---|---|---|---|
| Update Date | 10/26/16 | | |
| Version | 3 Vs. 2 | | |
| Show All Lines | | | |
| Total # of Weeks | 2 | | |
| Total | $6,552.00 | | |
| Commission | $982.80 | | |
| Net Total | $5,569.20 | | |
| Total Spots | 277 | | |
| Affiliate Split | 100.0 | | |
| Sold On | Cost Per Spot | | |
| GRP | - | GIMP | - |
| CPP | - | CPM | - |

| | |
|---|---|
| Comments : | 10.26 revised order. |

| 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 | AEN | AEN PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 6 | $32.00 | $192.00 | 30 | NCR |
| 2 | AEN | AEN PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 4 | $32.00 | $128.00 | 30 | NCR |
| 3 | CNN | CNN EM | 10/24/16 | 10/30/16 | 05:00 | 09:00 | X | X | X | X | | | | - | - | 4 | $24.00 | $96.00 | 30 | NCR |
| 4 | CNN | CNN DT | 10/24/16 | 10/30/16 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 5 | $16.00 | $80.00 | 30 | NCR |
| 5 | CNN | CNN EF | 10/24/16 | 10/30/16 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 5 | $26.00 | $130.00 | 30 | NCR |
| 6 | CNN | CNN PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 6 | $32.00 | $192.00 | 30 | NCR |
| 7 | CNN | CNN EM | 10/17/16 | 10/23/16 | 05:00 | 09:00 | | | | | X | X | X | - | - | 3 | $24.00 | $72.00 | 30 | NCR |
| 8 | CNN | CNN DT | 10/17/16 | 10/23/16 | 09:00 | 16:00 | | | | | X | X | X | - | - | 2 | $16.00 | $32.00 | 30 | NCR -1x |
| 9 | CNN | CNN EF | 10/17/16 | 10/23/16 | 16:00 | 19:00 | | | | | X | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 10 | CNN | CNN PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 4 | $32.00 | $128.00 | 30 | NCR |
| 11 | CNN | CNN W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 12 | DISC | DISC PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 5 | $32.00 | $160.00 | 30 | NCR |
| 13 | DISC | DISC PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 4 | $32.00 | $128.00 | 30 | NCR |
| 14 | DISC | DISC W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 15 | ESPN | ESPN PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | | X | X | X | | | | - | - | 8 | $32.00 | $256.00 | 30 | NCR |
| 16 | ESPN | ESPN PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 4 | $32.00 | $128.00 | 30 | NCR -2x |
| 17 | ESPN | ESPN W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 18 | FOOD | FOOD PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 4 | $32.00 | $128.00 | 30 | NCR |
| 19 | FOOD | FOOD PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 3 | $32.00 | $96.00 | 30 | NCR |
| 20 | FOOD | FOOD W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 21 | FSWI | FSWI DT | 10/24/16 | 10/30/16 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 3 | $7.00 | $21.00 | 30 | NCR |

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| Comments : | 10.26 revised order. |

| 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 22 | FSWI | FSWI EF | 10/24/16 | 10/30/16 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 7 | $11.00 | $77.00 | 30 | NCR |
| 23 | FSWI | FSWI PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 8 | $14.00 | $112.00 | 30 | NCR |
| 24 | FSWI | FSWI DT | 10/17/16 | 10/23/16 | 09:00 | 16:00 | | | | | X | X | X | - | - | 3 | $7.00 | $21.00 | 30 | NCR |
| 25 | FSWI | FSWI EF | 10/17/16 | 10/23/16 | 16:00 | 19:00 | | | | | X | X | X | - | - | 5 | $11.00 | $55.00 | 30 | NCR |
| 26 | FSWI | FSWI PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 6 | $14.00 | $84.00 | 30 | NCR |
| 27 | FSWI | FSWI W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 6 | $11.00 | $66.00 | 30 | NCR |
| 28 | FXNC | FXNC EM | 10/24/16 | 10/30/16 | 05:00 | 09:00 | X | X | X | X | | | | - | - | 7 | $24.00 | $168.00 | 30 | NCR |
| 29 | FXNC | FXNC DT | 10/24/16 | 10/30/16 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 7 | $16.00 | $112.00 | 30 | NCR |
| 30 | FXNC | FXNC EF | 10/24/16 | 10/30/16 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 7 | $26.00 | $182.00 | 30 | NCR |
| 31 | FXNC | FXNC PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 7 | $32.00 | $224.00 | 30 | NCR |
| 32 | FXNC | FXNC EM | 10/17/16 | 10/23/16 | 05:00 | 09:00 | | | | | X | X | X | - | - | 5 | $24.00 | $120.00 | 30 | NCR |
| 33 | FXNC | FXNC DT | 10/17/16 | 10/23/16 | 09:00 | 16:00 | | | | | X | X | X | - | - | 3 | $16.00 | $48.00 | 30 | NCR -2x |
| 34 | FXNC | FXNC EF | 10/17/16 | 10/23/16 | 16:00 | 19:00 | | | | | X | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR -1x |
| 35 | FXNC | FXNC PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 5 | $32.00 | $160.00 | 30 | NCR |
| 36 | GOLF | GOLF DT | 10/24/16 | 10/30/16 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 2 | $8.00 | $16.00 | 30 | NCR |
| 37 | GOLF | GOLF EF | 10/24/16 | 10/30/16 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 2 | $13.00 | $26.00 | 30 | NCR |
| 38 | GOLF | GOLF DT | 10/17/16 | 10/23/16 | 09:00 | 16:00 | | | | | X | X | X | - | - | 2 | $8.00 | $16.00 | 30 | NCR |
| 39 | GOLF | GOLF EF | 10/17/16 | 10/23/16 | 16:00 | 19:00 | | | | | X | X | X | - | - | 2 | $13.00 | $26.00 | 30 | NCR |
| 40 | GOLF | GOLF W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $13.00 | $52.00 | 30 | NCR |
| 41 | HGTV | HGTV EF | 10/24/16 | 10/30/16 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 42 | HGTV | HGTV PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 5 | $32.00 | $160.00 | 30 | NCR |

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| Product Code | |
| Est Code | |
| Product Name | |
| Credit Status | |
| Primary Demo | Adults 35+ |
| Makegood Policy | Approval Required |

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| Net Total | $5,569.20 | | |
| Total Spots | 277 | | |
| Affiliate Split | 100.0 | | |
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| Comments : | 10.26 revised order. |

| 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 43 | HGTV | HGTV EF | 10/17/16 | 10/23/16 | 16:00 | 19:00 | | | | | X | X | X | - | - | 3 | $26.00 | $78.00 | 30 | NCR |
| 44 | HGTV | HGTV PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 4 | $32.00 | $128.00 | 30 | NCR |
| 45 | HGTV | HGTV W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 46 | HIST | HIST EF | 10/24/16 | 10/30/16 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 3 | $26.00 | $78.00 | 30 | NCR |
| 47 | HIST | HIST PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 4 | $32.00 | $128.00 | 30 | NCR |
| 48 | HIST | HIST EF | 10/17/16 | 10/23/16 | 16:00 | 19:00 | | | | | X | X | X | - | - | 3 | $26.00 | $78.00 | 30 | NCR |
| 49 | HIST | HIST PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 3 | $32.00 | $96.00 | 30 | NCR |
| 50 | HIST | HIST W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $26.00 | $104.00 | 30 | NCR |
| 51 | MNBC | MNBC EM | 10/24/16 | 10/30/16 | 05:00 | 09:00 | X | X | X | X | | | | - | - | 4 | $20.00 | $80.00 | 30 | NCR |
| 52 | MNBC | MNBC DT | 10/24/16 | 10/30/16 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 3 | $14.00 | $42.00 | 30 | NCR |
| 53 | MNBC | MNBC PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 2 | $27.00 | $54.00 | 30 | NCR |
| 54 | MNBC | MNBC EM | 10/17/16 | 10/23/16 | 05:00 | 09:00 | | | | | X | X | X | - | - | 3 | $20.00 | $60.00 | 30 | NCR |
| 55 | MNBC | MNBC DT | 10/17/16 | 10/23/16 | 09:00 | 16:00 | | | | | X | X | X | - | - | 3 | $14.00 | $42.00 | 30 | NCR |
| 56 | MNBC | MNBC PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 2 | $27.00 | $54.00 | 30 | NCR |
| 57 | TLC | TLC PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 4 | $27.00 | $108.00 | 30 | NCR |
| 58 | TLC | TLC PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 3 | $27.00 | $81.00 | 30 | NCR |
| 59 | TNT | TNT EF | 10/24/16 | 10/30/16 | 16:00 | 19:00 | X | X | X | X | | | | - | - | 3 | $26.00 | $78.00 | 30 | NCR |
| 60 | TNT | TNT PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 4 | $32.00 | $128.00 | 30 | NCR |
| 61 | TNT | TNT EF | 10/17/16 | 10/23/16 | 16:00 | 19:00 | | | | | X | X | X | - | - | 2 | $26.00 | $52.00 | 30 | NCR -1x |
| 62 | TNT | TNT PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 3 | $32.00 | $96.00 | 30 | NCR |
| 63 | TVL | TVL DT | 10/24/16 | 10/30/16 | 09:00 | 16:00 | X | X | X | X | | | | - | - | 4 | $14.00 | $56.00 | 30 | NCR |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 64 | TVL | TVL DT | 10/17/16 | 10/23/16 | 09:00 | 16:00 | | | | | X | X | X | - | - | 3 | $14.00 | $42.00 | 30 | NCR |
| 65 | TVL | TVL W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $22.00 | $88.00 | 30 | NCR |
| 66 | TWC | TWC PT | 10/24/16 | 10/30/16 | 19:00 | 24:00 | X | X | X | X | | | | - | - | 4 | $27.00 | $108.00 | 30 | NCR |
| 67 | TWC | TWC PT | 10/17/16 | 10/23/16 | 19:00 | 24:00 | | | | | X | X | X | - | - | 3 | $27.00 | $81.00 | 30 | NCR |
| 68 | TWC | TWC W | 10/17/16 | 10/23/16 | 09:00 | 19:00 | | | | | | X | X | - | - | 4 | $22.00 | $88.00 | 30 | NCR |

| | Oct 2016 | Nov 2016 | Dec 2016 | Jan 2017 | Feb 2017 | Mar 2017 | Apr 2017 | May 2017 | Jun 2017 | Jul 2017 | Aug 2017 | Sep 2017 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SPOTS** | 277 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 277 |
| **AMT** | $6,552.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $6,552.00 |

SYSTEM APP: _____ SALES _____ ACCT

Date Printed 10/26/16

62354126 | Wausau, WI | Spectrum/Wausau, WI | 2734 |