

Account Name	61673456
Agency	9758
Advertiser	Cox Media/DirecTV- 1+ San Diego, CA
Market	San Diego
AE	Tonia Robinson
Sales Coordinator	Sarah Weston
Office	Los Angeles
Phone	(310) 254-2220
Status	Not accepted
Survey	DMA Nielsen Live+SD May11

Flight Dates	04/16/12 - 06/10/12
Agency	GCW Media Services
Advertiser	CA Against Out of Control Tackling/Spend
Client Code	
Product Code	
Est Code	700
Product Name	
Credit Status	
Primary Demo	Adults 35+
Makegood Policy	Approval Required

Update Date	04/12/12
Version	1 Vs. 1
Show All Lines	
Total # of Weeks	8
Total	\$14,558.00
Commission	\$2,183.70
Net Total	\$12,374.30
Total Spots	1019
Affiliate Split	0.0
Sold On	Cost Per Point
GRP	601.8
CPP	\$24.00
	GIMP
	CPM

Comments: 4/12 - New order. Please confirm. Thank!

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
228	USA	WEEKEND	5/28/12	6/3/12	06:00	16:00						X	X	0.40	320	8	\$14.00	\$112.00	30	

	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Total
SPOTS	0	0	0	0	196	568	225	0	0	0	0	0	1019
AMT	\$0.00	\$0.00	\$0.00	\$2,958.00	\$8,608.00	\$2,994.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$14,558.00

SYSTEM APP: SALES ACCT

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