

Multi Spot Estimate: TV

BASIC INFORMATION			
Agency/Advertiser:	Brand/Product:	Request Date:	Requested By:
Estimate Name/Description:		Ref Number	Revision #:

COMMERCIAL INFO				
Spot #	Title / Length	Ad ID Code	Sub Type	Cast Info (for commercials not yet produced)

USAGE DETAILS		
Spot #	HOLDING FEE Cycle Dates	Comments



USAGE DETAILS

Spot #	CLASS A Flight Dates	List # of airings (not GRP's)	Spot #	LATE NIGHT Flight Dates	Late Night Network Name

Network & Syndication Use *Airings between 2AM-6AM on the following Networks: NBC, ABC, CBS & FOX*

Spot #	DIGINET Flight Dates	List # of airings (not GRP's)	Spot #	UNWIRED Flight Dates

Antenna TV, Bounce TV, BuzzrTV, Charge!, Circle, Classic Reruns TV, COMET, Court TV Mystery, Cozi TV, Dabl, Decades, Defy, GetTV, Grit TV, Heroes & Icons, ION Laff, MeTV, Movies!, NBCLX, Quest, RetroTV, Rewind TV, Stadium, StartTV, TheGrio (fka LIGHTtv), The TBD Network, This TV, True Crime Network (fka Justice), TrueReal & Twist TV *Active International, Apex, Cadent (formerly TelAmerica), Continuum, Icon, ITN, RevShare*

Spot #	CABLE Flight Dates	List Cable Stations or Max Cable

If necessary, attach separate sheet. [Cable Unit Values](#)

USAGE DETAILS

Spot #	WILDSPOT Flight Dates	Wildspot Markets

If necessary, attach separate sheet. [Wildspot Unit Values](#)

Spot #	INTERNET Flight Dates	Fill in 4wk / 8wk / 1yr	Spot #	NEW MEDIA Flight Dates	Fill in 4wk / 8wk / 1yr

Due for airing on any internet site or app that is 100% functional via an Internet Browser or Internet Streaming Service. i.e. Facebook, Twitter, YouTube, Pandora, Amazon, Client Website

Due for airing on any apps that are only 100% functional via the app. i.e. Instagram, SnapChat, Tik Tok, App Games i.e. Words with Friends

Spot #	THEATRICAL/INDUSTRIAL Flight Dates	Fill in 30 day / MPU	Spot #	OTHER USAGE & Flight Dates

Out-Of-Home use, includes In-Store, In Stadium, Cinema, Taxi TV

USAGE DETAILS

Spot #	FOREIGN USE Flight Dates	Territories	Spot #	DEALER USE Flight Dates	List A or B & NY (Yes or No)

Territories: United Kingdom, Europe, Asia/Pacific, Japan, Rest of World & Worldwide Dealer: A w/NY, A w/o NY, B w/NY, B w/o NY and 6 month or 8 week Options

Spot #	US SPANISH Flight Dates	Local Markets	Cable Channels	Network - Yes or No

If necessary, attach separate sheet for Local Markets & Cable Channels. [Spanish Wildspot Unit Values](#)

Spot #	ENGLISH CANADIAN Flight Dates	Local Markets	Cable Channels	Network - # of ACTRA Units

If necessary, attach separate sheet for Local Markets & Cable Channels

USAGE DETAILS

Spot #	FRENCH CANADIAN Flight Dates	Local Markets	Cable Channels	Network - # of ACTRA Units

If necessary, attach separate sheet for Local Markets & Cable Channels

Please add any additional comments