

# Multi Spot Estimate Request Form: TV

Commercials Contract "New Structure" Effective June 1, 2022

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
<i>Network &amp; Syndication Use</i> <b>**The cap on Class A compensation shall apply only to commercials produced by advertising signatories and/or advertising agency signatories.</b>			<i>Airings between 2AM-6AM on the following Networks: NBC, ABC, CBS &amp; FOX</i>		

Spot #	DIGINET Flight Dates	List # of airings (not GRP's)	Spot #	ALL OTHER NA Flight Dates	Fill in 4wk / 13wk / 52wk
<i>Antenna TV, Bounce TV, BuzzrTV, Charge!, Circle, Classic Reruns TV, COMET, Court TV Mystery, Cozi TV, Dabl, Decades, Defy, GetTV, Grit TV, Heroes &amp; 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 &amp; Twist TV</i>			<i>Includes: ITN/Unwired Networks, Class B &amp; Class C</i>		

Spot #	CABLE Flight Dates	Fill in 4wk / 13wk / 52wk & National / Local	Spot #	WILDSPOT Flight Dates	Fill in 4wk / 13wk / 52wk & All / Exclude NY-LA
<i>National: Includes local cable, simulcast and non-streaming VOD - i.e. VOD accessed via your TV provider</i> <i>Local: Includes simulcast and non-streaming VOD - i.e. VOD accessed via your TV provider</i>					

USAGE DETAILS					
Spot #	TRADITIONAL DIGITAL Flight Dates	Fill in 4wk / 13wk / 52wk	Spot #	STREAMING PLATFORMS Flight Dates	Fill in 4wk / 13wk / 52wk
<i>Traditional: Includes Social Media YouTube, brand websites, retailer websites, 3rd party websites</i>			<i>Includes All Traditional Digital &amp; Gaming Platforms, Amazon Prime, Netflix, Hulu, Disney +YouTube TV, etc.</i>		

Spot #	GAMING PLATFORMS Flight Dates	Spot #	THEATRICAL/INDUSTRIAL Flight Dates	Fill in 30 DAY / MPU
<i>Gaming Platforms/Virtual Worlds/Augmented Reality/Emerging Platforms: Freely Bargained Term and Rate</i>		<i>Out-Of-Home use, includes In-Store, In Stadium, Cinema, Taxi TV</i>		

Spot #	FOREIGN USE Flight Dates	Territories	Spot #	DEALER USE Flight Dates	Fill in 4wk / 13wk / 52wk
<i>Territories: United Kingdom, Europe, Asia/Pacific, Japan, Rest of World &amp; Worldwide</i>					



Please add any additional comments