

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3925476

<b>Traffic Order #</b> 12242499		<b>Created On</b> 5/9/2023 4:45:48 PM	<b>Order Status</b> Contract Confirmed
<b>Order #</b> 3925476		<b>Created By</b> NCC_Gateway_User	<b>Gross \$</b> 2745.00
<b>Order Descrp</b> 63098125_POL_Candidate_JEFF BROWN FOR MAYOR - PHL		<b>Updated On</b> 5/9/2023 10:19:05 PM	<b>Net \$</b> 1976.40
<b>Client</b> AMP - JEFF BROWN FOR MAYOR -		<b>Updated By</b> eClerx BOT	<b>Units</b> 64
<b>Start Date</b> 5/8/2023		<b>Industry</b> Political-Mayor	<b>Credit Hold</b> NO
<b>End Date</b> 5/14/2023		<b>REFERENCES</b>	
<b># of Weeks</b> 1		<b>Primary</b>	
<b>SALES</b>		<b>Secondary</b>	
<b>ActiveWeeks</b> 1		<b>Tertiary</b>	
<b>AE 1</b> NCC - PHL - LA		<b>Quarternary</b>	
<b>AE 2</b>		<b>TRAFFIC OPTIONS</b>	
<b>Agency</b> AMP - IMPACT POLITICS 15.00%		<b>Address 1</b> AMP MEDIA	
<b>RepFirm</b> NCC 13.00%		<b>Address 2</b>	
<b>Copy Instr ID</b>		<b>City, State, Zip</b> BLOOMFIELD, NJ	
<b>Total Zones</b> 5		<b>Zip</b> 07003	
<b>Zones</b> University City - Manayunk,NE Philade...		<b>Contact</b>	
<b>Total Networks</b> 3		<b>Phone</b> 111-111-1111	
<b>GENERAL COMMENTS</b>		<b>Avail Tag</b>	
		<b>Contract Type</b> Standard	
		<b>Copy Group</b>	
		<b>Division</b>	
		<b>Reference #</b>	
		<b>BILLING INFORMATION</b>	
		<b>Purchase Order #</b> 63098125	
		<b>Billing Schedule</b> EndOfFlight	
		<b>EDI INFORMATION</b>	
		<b>Product</b>	
		<b>Estimate</b> MG Order 5/11-1	
		<b>Submit EDI Invoice?</b> Submit EDI Invoice	
		<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>	
		,Philadelphia- PRIORITY CODE: NP=80, IP=74 - SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION	
		<b>SYSCODE LIST</b>	
		1522,5283,5284,1673,0244	

**SUMMARY FOR SYSCODE 0244**

<b>Traffic Order #</b>	12242499	<b>Created On</b>	5/9/2023 4:45:48 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	3925476	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	612.00
<b>Order Descrp</b>	63098125_POL_Candidate_JEFF BROWN FOR MAYOR - PHL	<b>Updated On</b>	5/9/2023 10:13:58 PM	<b>Syscode Net \$</b>	440.64
<b>Client</b>	AMP - JEFF BROWN FOR MAYOR - PHL	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	12
<b>Start Date</b>	5/8/2023	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/14/2023	<b>Zones</b>	Center City	<b>Avg Unit Rate</b>	51.00
<b># of Weeks</b>	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
25	25		Amp ersa nd Politi cal Bun dle	80   80	ESPN2	0244	ESP2 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$18.00	\$36.00	30
26	26		Amp ersa nd Politi cal Bun dle	80   80	ESPN2	0244	ESP2 PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$22.00	\$44.00	30
27	27		Amp ersa nd Politi cal Bun dle	80   80	ESPN	0244	ESPN EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$109.00	\$218.00	30
28	28		Amp ersa nd Politi cal Bun dle	80   80	ESPN	0244	ESPN PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$129.00	\$258.00	30
29	29		Amp ersa nd Politi cal Bun dle	80   80	Fox Sports One	0244	FS1 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$12.00	\$24.00	30

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
30	30		Amp ersa nd Politi cal Bun dle	80   80	Fox Sports One	0244	FS1 PT	05/11/2023	05/14/2023	Th-Su 7p- 12m				X	X	X	X	2	\$16.00	\$32.00	30

**SUMMARY FOR SYSCODE 1522**

<b>Traffic Order #</b>	12242499	<b>Created On</b>	5/9/2023 4:45:48 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	3925476	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	437.00
<b>Order Descrp</b>	63098125_POL_Candidate_JEFF BROWN FOR MAYOR - PHL	<b>Updated On</b>	5/9/2023 10:13:58 PM	<b>Syscode Net \$</b>	314.64
<b>Client</b>	AMP - JEFF BROWN FOR MAYOR - PHL	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	16
<b>Start Date</b>	5/8/2023	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/14/2023	<b>Zones</b>	University City - Manayunk	<b>Avg Unit Rate</b>	27.31
<b># of Weeks</b>	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
1	1		Ampersa nd Politi cal Bun dle	74   74	ESPN2	1522	ESP2 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	3	\$7.00	\$21.00	30
2	2		Ampersa nd Politi cal Bun dle	74   74	ESPN2	1522	ESP2 PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	3	\$9.00	\$27.00	30
3	3		Ampersa nd Politi cal Bun dle	80   80	ESPN	1522	ESPN EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$81.00	\$162.00	30
4	4		Ampersa nd Politi cal Bun dle	80   80	ESPN	1522	ESPN PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$97.00	\$194.00	30
5	5		Ampersa nd Politi cal Bun dle	74   74	Fox Sports One	1522	FS1 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	3	\$5.00	\$15.00	30

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
6	6		Amp ersa nd Politi cal Bun dle	74   74	Fox Sports One	1522	FS1 PT	05/11/2023	05/14/2023	Th-Su 7p- 12m				X	X	X	X	3	\$6.00	\$18.00	30

**SUMMARY FOR SYSCODE 1673**

<b>Traffic Order #</b>	12242499	<b>Created On</b>	5/9/2023 4:45:48 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	3925476	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	536.00
<b>Order Descrp</b>	63098125_POL_Candidate_JEFF BROWN FOR MAYOR - PHL	<b>Updated On</b>	5/9/2023 10:13:58 PM	<b>Syscode Net \$</b>	385.92
<b>Client</b>	AMP - JEFF BROWN FOR MAYOR - PHL	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	12
<b>Start Date</b>	5/8/2023	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/14/2023	<b>Zones</b>	Philadelphia Zone	<b>Avg Unit Rate</b>	44.67
<b># of Weeks</b>	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
19	19		Ampersa nd Politi cal Bun dle	80   80	ESPN2	1673	ESP2 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$16.00	\$32.00	30
20	20		Ampersa nd Politi cal Bun dle	80   80	ESPN2	1673	ESP2 PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$20.00	\$40.00	30
21	21		Ampersa nd Politi cal Bun dle	80   80	ESPN	1673	ESPN EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$90.00	\$180.00	30
22	22		Ampersa nd Politi cal Bun dle	80   80	ESPN	1673	ESPN PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$120.00	\$240.00	30
23	23		Ampersa nd Politi cal Bun dle	80   80	Fox Sports One	1673	FS1 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$10.00	\$20.00	30

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
24	24		Amp ersa nd Politi cal Bun dle	80   80	Fox Sports One	1673	FS1 PT	05/11/2023	05/14/2023	Th-Su 7p- 12m				X	X	X	X	2	\$12.00	\$24.00	30

**SUMMARY FOR SYSCODE 5283**

<b>Traffic Order #</b>	12242499	<b>Created On</b>	5/9/2023 4:45:48 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	3925476	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	706.00
<b>Order Descrp</b>	63098125_POL_Candidate_JEFF BROWN FOR MAYOR - PHL	<b>Updated On</b>	5/9/2023 10:13:58 PM	<b>Syscode Net \$</b>	508.32
<b>Client</b>	AMP - JEFF BROWN FOR MAYOR - PHL	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	12
<b>Start Date</b>	5/8/2023	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/14/2023	<b>Zones</b>	NE Philadelphia	<b>Avg Unit Rate</b>	58.83
<b># of Weeks</b>	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
7	7		Ampersa nd Politi cal Bun dle	80   80	ESPN2	5283	ESP2 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$22.00	\$44.00	30
8	8		Ampersa nd Politi cal Bun dle	80   80	ESPN2	5283	ESP2 PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$28.00	\$56.00	30
9	9		Ampersa nd Politi cal Bun dle	80   80	ESPN	5283	ESPN EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$118.00	\$236.00	30
10	10		Ampersa nd Politi cal Bun dle	80   80	ESPN	5283	ESPN PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$159.00	\$318.00	30
11	11		Ampersa nd Politi cal Bun dle	80   80	Fox Sports One	5283	FS1 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$12.00	\$24.00	30



Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
12	12		Amp ersa nd Politi cal Bun dle	80   80	Fox Sports One	5283	FS1 PT	05/11/2023	05/14/2023	Th-Su 7p- 12m				X	X	X	X	2	\$14.00	\$28.00	30

**SUMMARY FOR SYSCODE 5284**

<b>Traffic Order #</b>	12242499	<b>Created On</b>	5/9/2023 4:45:48 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	3925476	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	454.00
<b>Order Descrp</b>	63098125_POL_Candidate_JEFF BROWN FOR MAYOR - PHL	<b>Updated On</b>	5/9/2023 10:13:58 PM	<b>Syscode Net \$</b>	326.88
<b>Client</b>	AMP - JEFF BROWN FOR MAYOR - PHL	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	12
<b>Start Date</b>	5/8/2023	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/14/2023	<b>Zones</b>	Chestnut Hill - Mt Airy	<b>Avg Unit Rate</b>	37.83
<b># of Weeks</b>	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
13	13		Ampersa nd Politi cal Bun dle	74   74	ESPN2	5284	ESP2 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$7.00	\$14.00	30
14	14		Ampersa nd Politi cal Bun dle	74   74	ESPN2	5284	ESP2 PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$8.00	\$16.00	30
15	15		Ampersa nd Politi cal Bun dle	80   80	ESPN	5284	ESPN EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$86.00	\$172.00	30
16	16		Ampersa nd Politi cal Bun dle	80   80	ESPN	5284	ESPN PT	05/11/2023	05/14/2023	Th-Su 7p-12m				X	X	X	X	2	\$104.00	\$208.00	30
17	17		Ampersa nd Politi cal Bun dle	80   80	Fox Sports One	5284	FS1 EF	05/11/2023	05/14/2023	Th-Su 4p-7p				X	X	X	X	2	\$10.00	\$20.00	30

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
18	18		Amp ersa nd Politi cal Bun dle	80   80	Fox Sports One	5284	FS1 PT	05/11/2023	05/14/2023	Th-Su 7p- 12m				X	X	X	X	2	\$12.00	\$24.00	30

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<https://www.effectv.com/legal/advertiser-terms-and-conditions>

Accepted and Agreed

Advertiser: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Authorized Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

**SUMMARY FOR ORDER # 3925476**

<b>Traffic Order #</b>	12242499	<b># of Weeks</b>	1	<b>Active</b>	Yes
<b>Order #</b>	3925476	<b>Created On</b>	5/9/2023 4:45:48 PM	<b>Order Status</b>	Contract Confirmed
<b>Order Descrp</b>	63098125_POL_Candidate_JEFF BROWN FOR MAYOR - PHL	<b>Created By</b>	NCC_Gateway_User	<b>Gross \$</b>	2745.00
<b>Client</b>	AMP - JEFF BROWN FOR MAYOR - PHL	<b>Updated On</b>	5/9/2023 10:19:05 PM	<b>Net \$</b>	1976.40
<b>Start Date</b>	5/8/2023	<b>Updated By</b>	eClerx BOT	<b>Units</b>	64
<b>End Date</b>	5/14/2023	<b>Source</b>	Gateway	<b>Credit Hold</b>	No

<b>ACCEPTED BY AGENCY/ ADVERTISER</b>	
<b>FINANCE</b>	
<b>DATE</b>	
<b>MGR</b>	
<b>INV</b>	