

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 4169526

Traffic Order #	12290651,12290650		Created On	4/19/2024 9:38:16 AM		Order Status	Contract Confirmed	
Order #	4169526		Created By	NCC_Gateway_User		Gross \$	15554.00	
Order Descrp	63176212_POL_Candidate_BIDEN FOR PRESIDENT SP - PH		Updated On	4/19/2024 11:46:23 AM		Net \$	11198.88	
Client	AMP - BIDEN FOR PRESIDENT-		Updated By	eClerx BOT		Units	31	
Start Date	4/15/2024		Industry	Political-President		Credit Hold	NO	
End Date	4/28/2024		REFERENCES					
# of Weeks	2		Primary			BILLING INFORMATION		
SALES			Secondary			Purchase Order #	63176212	
ActiveWeeks	2		Tertiary			Billing Schedule	Broadcast	
AE 1	Kailis, Susan		Quarternary			EDI INFORMATION		
AE 2			TRAFFIC OPTIONS					
Agency	AMP - ALLEGORY	15.00%	Address 1	AMP MEDIA		Product	P03	
RepFirm	NCC	13.00%	Address 2			Estimate	4213	
Copy Instr ID			City, State, Zip	BLOOMFIELD, NJ		Submit EDI Invoice?	Do Not Submit EDI Invoice	
Total Zones	2		Zip	07003		ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS		
Zones	DISH I+,Philadelphia Interconnect		Contact			Philadelphia- PRIORITY CODE: NP=80, IP=74 - SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION		
Total Networks	3		Phone	111-111-1111				
GENERAL COMMENTS			Avail Tag			SYSCODE LIST		
			Contract Type	Standard		9762,6500		
			Copy Group					
			Division					
			Reference #					

SUMMARY FOR SYSCODE 6500

Traffic Order #	12290651	Created On	4/19/2024 9:38:16 AM	Order Status	Contract Confirmed
Order #	4169526	Created By	NCC_Gateway_User	Syscode Gross \$	15475.00
Order Descrp	63176212_POL_Candidate_BIDEN FOR PRESIDENT SP - PH	Updated On	4/19/2024 11:40:11 AM	Syscode Net \$	11142.00
Client	AMP - BIDEN FOR PRESIDENT-ALLEGORY - PA	Updated By	eClerx BOT	Syscode Units	26
Start Date	4/15/2024	Source	Gateway	Zone Status	Contract Confirmed
End Date	4/28/2024	Zones	Philadelphia Interconnect	Avg Unit Rate	595.19
# of Weeks	2				

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
5	1		Amp ersa nd Politi cal Bun dle	74 74	CNN	6500	CNN EM	04/22/2024	04/23/2024	M-Tu 5a-9a	X	X						2	\$375.00	\$750.00	30
6	2		Amp ersa nd Politi cal Bun dle	74 74	CNN	6500	CNN EM	04/20/2024	04/21/2024	Sa-Su 5a-9a						X	X	3	\$375.00	\$1,125.00	30
7	3		Amp ersa nd Politi cal Bun dle	74 74	CNN	6500	CNN PT	04/20/2024	04/21/2024	Sa-Su 7p-12m						X	X	2	\$850.00	\$1,700.00	30
8	4		Amp ersa nd Politi cal Bun dle	74 74	Fox News Channel	6500	FXNC EM	04/22/2024	04/23/2024	M-Tu 5a-9a	X	X						2	\$500.00	\$1,000.00	30
9	5		Amp ersa nd Politi cal Bun dle	74 74	Fox News Channel	6500	FXNC PT	04/20/2024	04/21/2024	Sa-Su 7p-12m						X	X	2	\$850.00	\$1,700.00	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
10	6		Amp ersa nd Politi cal Bun dle	74 74	MSNBC	6500	MNBC EM	04/22/2024	04/23/2024	M-Tu 5a-9a	X	X						1	\$350.00	\$350.00	30
11	7		Amp ersa nd Politi cal Bun dle	74 74	MSNBC	6500	MNBC PT	04/20/2024	04/21/2024	Sa-Su 7p-12m						X	X	2	\$700.00	\$1,400.00	30
12	8		Amp ersa nd Politi cal Bun dle	74 74	CNN	6500	CNN PT	04/22/2024	04/22/2024	M 7p-12m	X							2	\$850.00	\$1,700.00	30
13	9		Amp ersa nd Politi cal Bun dle	74 74	CNN	6500	CNN EF	04/20/2024	04/21/2024	Sa-Su 4p-7p						X	X	2	\$550.00	\$1,100.00	30
14	10		Amp ersa nd Politi cal Bun dle	74 74	Fox News Channel	6500	FXNC EM	04/20/2024	04/21/2024	Sa-Su 5a-9a						X	X	2	\$500.00	\$1,000.00	30
15	11		Amp ersa nd Politi cal Bun dle	74 74	MSNBC	6500	MNBC EM	04/20/2024	04/21/2024	Sa-Su 5a-9a						X	X	2	\$350.00	\$700.00	30
16	12		Amp ersa nd Politi cal Bun dle	74 74	Fox News Channel	6500	FXNC PT	04/22/2024	04/22/2024	M 7p-12m	X							2	\$850.00	\$1,700.00	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
17	13		Amp ersa nd Politi cal Bun dle	74 74	CNN	6500	CNN EF	04/22/2024	04/23/2024	M-Tu 4p-7p	X	X						1	\$550.00	\$550.00	30
18	14		Amp ersa nd Politi cal Bun dle	74 74	MSNBC	6500	MNBC PT	04/22/2024	04/22/2024	M 7p-12m	X							1	\$700.00	\$700.00	30

SUMMARY FOR SYSCODE 9762

Traffic Order #	12290650	Created On	4/19/2024 9:38:16 AM	Order Status	Contract Confirmed
Order #	4169526	Created By	NCC_Gateway_User	Syscode Gross \$	79.00
Order Descrp	63176212_POL_Candidate_BIDEN FOR PRESIDENT SP - PH	Updated On	4/19/2024 11:40:11 AM	Syscode Net \$	56.88
Client	AMP - BIDEN FOR PRESIDENT-ALLEGORY - PA	Updated By	eClerx BOT	Syscode Units	5
Start Date	4/15/2024	Source	Gateway	Zone Status	Contract Confirmed
End Date	4/28/2024	Zones	DISH I+	Avg Unit Rate	15.80
# of Weeks	2				

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		Amp ersa nd Politi cal Bun dle	74 74	CNN	9762	CNN EF	04/22/2024	04/23/2024	M-Tu 4p-7p	X	X						2	\$14.00	\$28.00	30
2	2		Amp ersa nd Politi cal Bun dle	74 74	MSNBC	9762	MNBC PT	04/22/2024	04/22/2024	M 7p-12m	X							1	\$12.00	\$12.00	30
3	3		Amp ersa nd Politi cal Bun dle	74 74	Fox News Channel	9762	FXNC PT	04/22/2024	04/22/2024	M 7p-12m	X							1	\$21.00	\$21.00	30
4	4		Amp ersa nd Politi cal Bun dle	74 74	CNN	9762	CNN PT	04/22/2024	04/22/2024	M 7p-12m	X							1	\$18.00	\$18.00	30

DISCLAIMER

By signing below the undersigned represents that it is authorized to execute insertion orders or place advertising schedules on behalf of the above-named advertiser. The signatory also acknowledges the receipt of Effectv Terms and Conditions and that all insertion orders or schedules placed by or on behalf of Advertiser are subject to such Advertising Terms and Conditions located at:

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

Accepted and Agreed

Advertiser: _____

Name: _____

Title: _____

Authorized Acceptance: _____

Date: _____

SUMMARY FOR ORDER # 4169526					
Traffic Order #	12290651,12290650	# of Weeks	2	Active	Yes
Order #	4169526	Created On	4/19/2024 9:38:16 AM	Order Status	Contract Confirmed
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Start Date	4/15/2024	Updated By	eClerx BOT	Units	31
End Date	4/28/2024	Source	Gateway	Credit Hold	No

ACCEPTED BY AGENCY/ ADVERTISER	
FINANCE	
DATE	
MGR	
INV	