

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 4191832

<b>Traffic Order #</b>		12296513,12296512		<b>Created On</b>	5/29/2024 11:00:52 AM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>		4191832		<b>Created By</b>	Steinman, Jake	<b>Gross \$</b>	54096.00
<b>Order Descrp</b>		63185475_POL_Issue_AMP-CONSERVATIVES FOR EFFECTIVE		<b>Updated On</b>	5/29/2024 12:27:43 PM	<b>Net \$</b>	38949.12
<b>Client</b>		AMP-CONSERVATIVES FOR		<b>Updated By</b>	eClerx BOT	<b>Units</b>	147
<b>Start Date</b>		6/3/2024		<b>Industry</b>	Political-Association	<b>Credit Hold</b>	NO
<b>End Date</b>		6/9/2024		<b>REFERENCES</b>			
<b># of Weeks</b>		1		<b>Primary</b>		<b>BILLING INFORMATION</b>	
<b>SALES</b>				<b>Secondary</b>		<b>Purchase Order #</b>	63185475
<b>ActiveWeeks</b>	1			<b>Tertiary</b>		<b>Billing Schedule</b>	EndOfFlight
<b>AE 1</b>	Kailis, Susan			<b>Quarternary</b>		<b>EDI INFORMATION</b>	
<b>AE 2</b>				<b>TRAFFIC OPTIONS</b>			
<b>Agency</b>	AMP - RED RIGHT MEDIA	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>	2			<b>Zip</b>	07003		
<b>Zones</b>	Philadelphia Interconnect,DISH I+			<b>Contact</b>			
<b>Total Networks</b>	3			<b>Phone</b>	111-111-1111		
<b>GENERAL COMMENTS</b>				<b>Avail Tag</b>			
5/29 New issue order airing 6/3-6/9. Please review and confirm, thanks!.				<b>Contract Type</b>	Standard		
				<b>Copy Group</b>			
				<b>Division</b>			
				<b>Reference #</b>			
<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>							
5/29 New issue order airing 6/3-6/9. Please review and confirm, thanks!.							
Philadelphia– PRIORITY CODE: NP=80, IP=74 – SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION							
<b>SYSCODE LIST</b>							
6500,9762							

**SUMMARY FOR SYSCODE 6500**

<b>Traffic Order #</b>	12296513	<b>Created On</b>	5/29/2024 11:00:52 AM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4191832	<b>Created By</b>	Steinman, Jake	<b>Syscode Gross \$</b>	52717.00
<b>Order Descrp</b>	63185475_POL_Issue_AMP-CONSERVATIVES FOR EFFECTIVE	<b>Updated On</b>	5/29/2024 12:19:47 PM	<b>Syscode Net \$</b>	37956.24
<b>Client</b>	AMP-CONSERVATIVES FOR EFFECTIVE GOV-PHL	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	84
<b>Start Date</b>	6/3/2024	<b>Source</b>	OneCONNECT	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	6/9/2024	<b>Zones</b>	Philadelphia Interconnect	<b>Avg Unit Rate</b>	627.58
<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		Amp ersa nd Politi cal Bun dle	75   75	CNBC	6500	CNBC DT	06/03/2024	06/09/2024	M-Su 9a-4p	X	X	X	X	X	X	X	7	\$150.00	\$1,050.00	30
2	2		Amp ersa nd Politi cal Bun dle	75   75	CNBC	6500	CNBC PT	06/03/2024	06/09/2024	M-Su 7p-12m	X	X	X	X	X	X	X	7	\$300.00	\$2,100.00	30
3	3		Amp ersa nd Politi cal Bun dle	75   75	CNN	6500	CNN DT	06/03/2024	06/09/2024	M-Su 9a-4p	X	X	X	X	X	X	X	7	\$750.00	\$5,250.00	30
4	4		Amp ersa nd Politi cal Bun dle	75   75	CNN	6500	CNN PT	06/03/2024	06/09/2024	M-Su 7p-12m	X	X	X	X	X	X	X	7	\$2,125.00	\$14,875.00	30
5	5		Amp ersa nd Politi cal Bun dle	75   75	TLC	6500	TLC DT	06/03/2024	06/09/2024	M-Su 9a-4p	X	X	X	X	X	X	X	7	\$115.00	\$805.00	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		Ampersand Political Bundle	75   75	TLC	6500	TLC PT	06/03/2024	06/09/2024	M-Su 7p-12m	X	X	X	X	X	X	X	7	\$1,250.00	\$8,750.00	30
7	7		Ampersand Political Bundle	75   75	CNBC	6500	CNBC EM	06/03/2024	06/09/2024	M-Su 5a-9a	X	X	X	X	X	X	X	7	\$75.00	\$525.00	30
8	8		Ampersand Political Bundle	75   75	CNN	6500	CNN EM	06/03/2024	06/09/2024	M-Su 5a-9a	X	X	X	X	X	X	X	7	\$938.00	\$6,566.00	30
9	9		Ampersand Political Bundle	75   75	TLC	6500	TLC EM	06/03/2024	06/09/2024	M-Su 5a-9a	X	X	X	X	X	X	X	7	\$90.00	\$630.00	30
10	10		Ampersand Political Bundle	75   75	CNN	6500	CNN EF	06/03/2024	06/09/2024	M-Su 4p-7p	X	X	X	X	X	X	X	7	\$1,375.00	\$9,625.00	30
11	11		Ampersand Political Bundle	75   75	TLC	6500	TLC EF	06/03/2024	06/09/2024	M-Su 4p-7p	X	X	X	X	X	X	X	7	\$208.00	\$1,456.00	30
12	12		Ampersand Political Bundle	75   75	CNBC	6500	CNBC EF	06/03/2024	06/09/2024	M-Su 4p-7p	X	X	X	X	X	X	X	7	\$155.00	\$1,085.00	30

**SUMMARY FOR SYSCODE 9762**

<b>Traffic Order #</b>	12296512	<b>Created On</b>	5/29/2024 11:00:52 AM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4191832	<b>Created By</b>	Steinman, Jake	<b>Syscode Gross \$</b>	1379.00
<b>Order Descrp</b>	63185475_POL_Issue_AMP-CONSERVATIVES FOR EFFECTIVE	<b>Updated On</b>	5/29/2024 12:19:47 PM	<b>Syscode Net \$</b>	992.88
<b>Client</b>	AMP-CONSERVATIVES FOR EFFECTIVE GOV-PHL	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	63
<b>Start Date</b>	6/3/2024	<b>Source</b>	OneCONNECT	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	6/9/2024	<b>Zones</b>	DISH I+	<b>Avg Unit Rate</b>	21.89
<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	1		Amp ersa nd Politi cal Bun dle	75   75	CNBC	9762	CNBC EF	06/03/2024	06/09/2024	M-Su 4p-7p	X	X	X	X	X	X	X	7	\$8.00	\$56.00	30
14	2		Amp ersa nd Politi cal Bun dle	75   75	CNN	9762	CNN DT	06/03/2024	06/09/2024	M-Su 9a-4p	X	X	X	X	X	X	X	7	\$10.00	\$70.00	30
15	3		Amp ersa nd Politi cal Bun dle	75   75	CNN	9762	CNN PT	06/03/2024	06/09/2024	M-Su 7p-12m	X	X	X	X	X	X	X	7	\$45.00	\$315.00	30
16	4		Amp ersa nd Politi cal Bun dle	75   75	TLC	9762	TLC EF	06/03/2024	06/09/2024	M-Su 4p-7p	X	X	X	X	X	X	X	7	\$20.00	\$140.00	30
17	5		Amp ersa nd Politi cal Bun dle	75   75	CNBC	9762	CNBC DT	06/03/2024	06/09/2024	M-Su 9a-4p	X	X	X	X	X	X	X	7	\$8.00	\$56.00	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	6		Amp ersa nd Politi cal Bun dle	75   75	CNN	9762	CNN EF	06/03/2024	06/09/2024	M-Su 4p-7p	X	X	X	X	X	X	X	7	\$35.00	\$245.00	30
19	7		Amp ersa nd Politi cal Bun dle	75   75	TLC	9762	TLC PT	06/03/2024	06/09/2024	M-Su 7p-12m	X	X	X	X	X	X	X	7	\$33.00	\$231.00	30
20	8		Amp ersa nd Politi cal Bun dle	75   75	CNBC	9762	CNBC PT	06/03/2024	06/09/2024	M-Su 7p-12m	X	X	X	X	X	X	X	7	\$30.00	\$210.00	30
21	9		Amp ersa nd Politi cal Bun dle	75   75	TLC	9762	TLC DT	06/03/2024	06/09/2024	M-Su 9a-4p	X	X	X	X	X	X	X	7	\$8.00	\$56.00	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 # 4191832**

<b>Traffic Order #</b>	12296513,12296512	<b># of Weeks</b>	1	<b>Active</b>	Yes
<b>Order #</b>	4191832	<b>Created On</b>	5/29/2024 11:00:52 AM	<b>Order Status</b>	Contract Confirmed
<b>Order Descrp</b>	63185475_POL_Issue AMP- CONSERVATIVES FOR EFFECTIVE	<b>Created By</b>	Steinman, Jake	<b>Gross \$</b>	54096.00
<b>Client</b>	AMP-CONSERVATIVES FOR EFFECTIVE	<b>Updated On</b>	5/29/2024 12:27:43 PM	<b>Net \$</b>	38949.12
<b>Start Date</b>	6/3/2024	<b>Updated By</b>	eClerx BOT	<b>Units</b>	147
<b>End Date</b>	6/9/2024	<b>Source</b>	OneCONNECT	<b>Credit Hold</b>	No

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