

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 4184561

<b>Traffic Order #</b> 12346888		<b>Created On</b> 5/15/2024 10:22:12 AM	<b>Order Status</b> Revision Confirmed
<b>Order #</b> 4184561		<b>Created By</b> Masi, Connie	<b>Gross \$</b> 6766.00
<b>Order Descrp</b> POL_Issue_Champions of Freedom PAC ROA Zone 5-16 to 5-23		<b>Updated On</b> 5/20/2024 9:56:34 AM	<b>Net \$</b> 5751.10
<b>Client</b> CHAMPIONS OF FREEDOM PAC - ROA		<b>Updated By</b> eClerx BOT	<b>Units</b> 527
<b>Start Date</b> 5/13/2024		<b>Industry</b> Political-Association	<b>Credit Hold</b> NO
<b>End Date</b> 5/26/2024		<b>REFERENCES</b>	
<b># of Weeks</b> 2		<b>Primary</b>	
<b>SALES</b>		<b>Secondary</b>	
<b>ActiveWeeks</b> 2		<b>Tertiary</b>	
<b>AE 1</b> Draper, Don		<b>Quarternary</b>	
<b>AE 2</b>		<b>TRAFFIC OPTIONS</b>	
<b>Agency</b> NEIGHBORHOOD RESEARCH & MEDIA 15.00%		<b>Address 1</b> PO BOX 297	
<b>RepFirm</b>	0%	<b>Address 2</b>	
<b>Copy Instr ID</b>		<b>City, State, Zip</b> RODANTHE, NC	
<b>Total Zones</b> 3		<b>Zip</b> 27968	
<b>Zones</b> Lynchburg, Southside, Bedford/Campbell/..		<b>Contact</b>	
<b>Total Networks</b> 4		<b>Phone</b>	
<b>GENERAL COMMENTS</b>		<b>Avail Tag</b>	
		<b>Contract Type</b> Standard	
		<b>Copy Group</b>	
		<b>Division</b>	
		<b>Reference #</b> facf186a-c612-ef11-9133-005056979d16	
<b>BILLING INFORMATION</b>			
<b>Purchase Order #</b> 9113		<b>Billing Schedule</b> EndOfFlight	
<b>EDI INFORMATION</b>			
<b>Product</b>		<b>Estimate</b> 9113	
<b>Submit EDI Invoice?</b> Submit EDI Invoice			
<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>			
Roanoke-Lynchburg - Priority code: NP=80, IP=74 - SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION			
<b>SYSCODE LIST</b>			
5693,5692,9380			

**SUMMARY FOR SYSCODE 5692**

<b>Traffic Order #</b>	12346888	<b>Created On</b>	5/15/2024 10:22:41 AM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>	4184561	<b>Created By</b>	Masi, Connie	<b>Syscode Gross \$</b>	2292.00
<b>Order Descrp</b>	POL_Issue_Champions of Freedom PAC ROA Zone 5-16 to 5-23	<b>Updated On</b>	5/20/2024 9:46:40 AM	<b>Syscode Net \$</b>	1948.20
<b>Client</b>	CHAMPIONS OF FREEDOM PAC - ROA	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	182
<b>Start Date</b>	5/13/2024	<b>Source</b>	VIEW	<b>Zone Status</b>	Revision Confirmed
<b>End Date</b>	5/26/2024	<b>Zones</b>	Southside	<b>Avg Unit Rate</b>	12.59
<b># of Weeks</b>	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
11	21		Retail Political Bundle	75   75	Fox News Channel	5692	FOX AND FRIEND<	05/16/2024	05/19/2024	Th-Su 5a-9a				X	X	X	X	8	\$15.00	\$120.00	30
12	22		Retail Political Bundle	75   75	Fox News Channel	5692	VARIOUS	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	20	\$13.00	\$260.00	30
13	23		Retail Political Bundle	75   75	Fox News Channel	5692	VARIOUS	05/16/2024	05/19/2024	Th-Su 4p-7p				X	X	X	X	3	\$42.00	\$126.00	30
14	24		Retail Political Bundle	75   75	Fox News Channel	5692	AVG. ALL WKS<	05/16/2024	05/19/2024	Th-Su 12m-2a				X	X	X	X	8	\$7.00	\$56.00	30
15	29		Retail Political Bundle	75   75	The History Channel	5692	AVG. ALL WKS<	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	20	\$9.00	\$180.00	30
16	31		Retail Political Bundle	75   75	Hallmark Channel	5692	HALLMARK MOVIE<	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	20	\$7.00	\$140.00	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	32		Retail Political Bundle	75   75	Hallmark Channel	5692	VARIOUS	05/16/2024	05/19/2024	Th-Su 7p-12m				X	X	X	X	10	\$22.00	\$220.00	30
32	25		Retail Political Bundle	75   75	Fox News Channel	5692	FOX AND FRIEND<	05/20/2024	05/23/2024	M-Th 5a-9a	X	X	X	X				8	\$15.00	\$120.00	30
33	26		Retail Political Bundle	75   75	Fox News Channel	5692	VARIOUS	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				20	\$13.00	\$260.00	30
34	27		Retail Political Bundle	75   75	Fox News Channel	5692	VARIOUS	05/20/2024	05/23/2024	M-Th 4p-7p	X	X	X	X				3	\$42.00	\$126.00	30
35	28		Retail Political Bundle	75   75	Fox News Channel	5692	AVG. ALL WKS<	05/20/2024	05/23/2024	M-Th 12m-2a	X	X	X	X				8	\$7.00	\$56.00	30
36	30		Retail Political Bundle	75   75	The History Channel	5692	AVG. ALL WKS<	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				20	\$9.00	\$180.00	30
37	33		Retail Political Bundle	75   75	Hallmark Channel	5692	HALLMARK MOVIE<	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				20	\$7.00	\$140.00	30
38	34		Retail Political Bundle	75   75	Hallmark Channel	5692	VARIOUS	05/20/2024	05/23/2024	M-Th 7p-12m	X	X	X	X				12	\$22.00	\$264.00	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
43	43		Retail Political Bundle	75   75	Hallmark Channel	5692	VARIOUS	05/20/2024	05/23/2024	M-Th 7p-12m	X	X	X	X				1	\$22.00	\$22.00	30
46	46		Retail Political Bundle	75   75	Hallmark Channel	5692	VARIOUS	05/21/2024	05/23/2024	Tu-Th 7p-12m		X	X	X				1	\$22.00	\$22.00	30

**SUMMARY FOR SYSCODE 5693**

<b>Traffic Order #</b>	12346888	<b>Created On</b>	5/15/2024 10:22:41 AM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>	4184561	<b>Created By</b>	Masi, Connie	<b>Syscode Gross \$</b>	3386.00
<b>Order Descrp</b>	POL_Issue_Champions of Freedom PAC ROA Zone 5-16 to 5-23	<b>Updated On</b>	5/20/2024 9:46:40 AM	<b>Syscode Net \$</b>	2878.10
<b>Client</b>	CHAMPIONS OF FREEDOM PAC - ROA	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	249
<b>Start Date</b>	5/13/2024	<b>Source</b>	VIEW	<b>Zone Status</b>	Revision Confirmed
<b>End Date</b>	5/26/2024	<b>Zones</b>	Lynchburg	<b>Avg Unit Rate</b>	13.60
<b># of Weeks</b>	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		Retail Political Bundle	75   75	Fox News Channel	5693	FOX AND FRIEND<	05/16/2024	05/19/2024	Th-Su 5a-9a				X	X	X	X	8	\$15.00	\$120.00	30
2	2		Retail Political Bundle	75   75	Fox News Channel	5693	VARIOUS	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	20	\$13.00	\$260.00	30
3	3		Retail Political Bundle	75   75	Fox News Channel	5693	VARIOUS	05/16/2024	05/19/2024	Th-Su 4p-7p				X	X	X	X	3	\$33.00	\$99.00	30
4	4		Retail Political Bundle	75   75	Fox News Channel	5693	AVG. ALL WKS<	05/16/2024	05/19/2024	Th-Su 12m-2a				X	X	X	X	8	\$7.00	\$56.00	30
5	9		Retail Political Bundle	75   75	The History Channel	5693	AVG. ALL WKS<	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	20	\$9.00	\$180.00	30
6	10		Retail Political Bundle	75   75	The History Channel	5693	AVG. ALL WKS<	05/16/2024	05/19/2024	Th-Su 7p-12m				X	X	X	X	12	\$33.00	\$396.00	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
7	13		Retail Political Bundle	75   75	Hallmark Channel	5693	HALLMARK MOVIE<	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	20	\$7.00	\$140.00	30
8	14		Retail Political Bundle	75   75	Hallmark Channel	5693	VARIOUS	05/16/2024	05/19/2024	Th-Su 7p-12m				X	X	X	X	12	\$15.00	\$180.00	30
9	17		Retail Political Bundle	75   75	Newsmax TV	5693	VARIOUS	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	15	\$8.00	\$120.00	30
10	18		Retail Political Bundle	75   75	Newsmax TV	5693	VARIOUS	05/16/2024	05/19/2024	Th-Su 4p-7p				X	X	X	X	5	\$20.00	\$100.00	30
22	5		Retail Political Bundle	75   75	Fox News Channel	5693	FOX AND FRIEND<	05/20/2024	05/23/2024	M-Th 5a-9a	X	X	X	X				8	\$15.00	\$120.00	30
23	6		Retail Political Bundle	75   75	Fox News Channel	5693	VARIOUS	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				20	\$13.00	\$260.00	30
24	7		Retail Political Bundle	75   75	Fox News Channel	5693	VARIOUS	05/20/2024	05/23/2024	M-Th 4p-7p	X	X	X	X				3	\$33.00	\$99.00	30
25	8		Retail Political Bundle	75   75	Fox News Channel	5693	AVG. ALL WKS<	05/20/2024	05/23/2024	M-Th 12m-2a	X	X	X	X				8	\$7.00	\$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
26	11		Retail Political Bundle	75   75	The History Channel	5693	AVG. ALL WKS<	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				20	\$9.00	\$180.00	30
27	12		Retail Political Bundle	75   75	The History Channel	5693	AVG. ALL WKS<	05/20/2024	05/23/2024	M-Th 7p-12m	X	X	X	X				12	\$33.00	\$396.00	30
28	15		Retail Political Bundle	75   75	Hallmark Channel	5693	HALLMARK MOVIE<	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				20	\$7.00	\$140.00	30
29	16		Retail Political Bundle	75   75	Hallmark Channel	5693	VARIOUS	05/20/2024	05/23/2024	M-Th 7p-12m	X	X	X	X				12	\$15.00	\$180.00	30
30	19		Retail Political Bundle	75   75	Newsmax TV	5693	VARIOUS	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				15	\$10.00	\$150.00	30
31	20		Retail Political Bundle	75   75	Newsmax TV	5693	VARIOUS	05/20/2024	05/23/2024	M-Th 4p-7p	X	X	X	X				6	\$23.00	\$138.00	30
45	45		Retail Political Bundle	75   75	Newsmax TV	5693	VARIOUS	05/17/2024	05/19/2024	F-Su 9a-4p					X	X	X	2	\$8.00	\$16.00	30

**SUMMARY FOR SYSCODE 9380**

<b>Traffic Order #</b>	12346888	<b>Created On</b>	5/15/2024 10:22:41 AM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>	4184561	<b>Created By</b>	Masi, Connie	<b>Syscode Gross \$</b>	1088.00
<b>Order Descrp</b>	POL_Issue_Champions of Freedom PAC ROA Zone 5-16 to 5-23	<b>Updated On</b>	5/20/2024 9:46:40 AM	<b>Syscode Net \$</b>	924.80
<b>Client</b>	CHAMPIONS OF FREEDOM PAC - ROA	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	96
<b>Start Date</b>	5/13/2024	<b>Source</b>	VIEW	<b>Zone Status</b>	Revision Confirmed
<b>End Date</b>	5/26/2024	<b>Zones</b>	Bedford/Campbell/Franklin	<b>Avg Unit Rate</b>	11.33
<b># of Weeks</b>	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
18	35		Retail Political Bundle	75   75	Fox News Channel	9380	FOX AND FRIEND<	05/16/2024	05/19/2024	Th-Su 5a-9a				X	X	X	X	8	\$13.00	\$104.00	30
19	37		Retail Political Bundle	75   75	Hallmark Channel	9380	HALLMARK MOVIE<	05/16/2024	05/19/2024	Th-Su 9a-4p				X	X	X	X	20	\$7.00	\$140.00	30
20	38		Retail Political Bundle	75   75	Hallmark Channel	9380	HALLMARK MOVIE<	05/16/2024	05/19/2024	Th-Su 4p-7p				X	X	X	X	8	\$15.00	\$120.00	30
21	39		Retail Political Bundle	75   75	Hallmark Channel	9380	VARIOUS	05/16/2024	05/19/2024	Th-Su 7p-12m				X	X	X	X	10	\$15.00	\$150.00	30
39	36		Retail Political Bundle	75   75	Fox News Channel	9380	FOX AND FRIEND<	05/20/2024	05/23/2024	M-Th 5a-9a	X	X	X	X				8	\$13.00	\$104.00	30
40	40		Retail Political Bundle	75   75	Hallmark Channel	9380	HALLMARK MOVIE<	05/20/2024	05/23/2024	M-Th 9a-4p	X	X	X	X				20	\$7.00	\$140.00	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
41	41		Retail Political Bundle	75   75	Hallmark Channel	9380	HALLMARK MOVIE<	05/20/2024	05/23/2024	M-Th 4p-7p	X	X	X	X				8	\$15.00	\$120.00	30
42	42		Retail Political Bundle	75   75	Hallmark Channel	9380	VARIOUS	05/20/2024	05/23/2024	M-Th 7p-12m	X	X	X	X				12	\$15.00	\$180.00	30
44	44		Retail Political Bundle	75   75	Hallmark Channel	9380	VARIOUS	05/20/2024	05/23/2024	M-Th 7p-12m	X	X	X	X				1	\$15.00	\$15.00	30
47	47		Retail Political Bundle	75   75	Hallmark Channel	9380	VARIOUS	05/21/2024	05/23/2024	Tu-Th 7p-12m		X	X	X				1	\$15.00	\$15.00	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 # 4184561**

<b>Traffic Order #</b>	12346888	<b># of Weeks</b>	2	<b>Active</b>	Yes
<b>Order #</b>	4184561	<b>Created On</b>	5/15/2024 10:22:12 AM	<b>Order Status</b>	Revision Confirmed
<b>Order Descrp</b>	POL_Issue_Champions of Freedom PAC ROA Zone 5-16 to 5-23	<b>Created By</b>	Masi, Connie	<b>Gross \$</b>	6766.00
<b>Client</b>	CHAMPIONS OF FREEDOM PAC - ROA	<b>Updated On</b>	5/20/2024 9:56:34 AM	<b>Net \$</b>	5751.10
<b>Start Date</b>	5/13/2024	<b>Updated By</b>	eClerx BOT	<b>Units</b>	527
<b>End Date</b>	5/26/2024	<b>Source</b>	CRM	<b>Credit Hold</b>	No

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