

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 4183331

<b>Traffic Order #</b> 870386,870385		<b>Created On</b> 5/13/2024 12:10:40 PM		<b>Order Status</b> Contract Confirmed	
<b>Order #</b> 4183331		<b>Created By</b> Kilpatrick, Ben		<b>Gross \$</b> 50347.00	
<b>Order Descrp</b> 63182162_POL_Issue_AB PAC - MI		<b>Updated On</b> 5/13/2024 12:52:19 PM		<b>Net \$</b> 36249.84	
<b>Client</b> AMP - AB PAC - MI		<b>Updated By</b> eClerx BOT		<b>Units</b> 319	
<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>BILLING INFORMATION</b>	
<b>SALES</b>		<b>Secondary</b>		<b>Purchase Order #</b> 63182162	
<b>ActiveWeeks</b> 2		<b>Tertiary</b>		<b>Billing Schedule</b> EndOfFlight	
<b>AE 1</b> Babcock, Micah		<b>Quarternary</b>		<b>EDI INFORMATION</b>	
<b>AE 2</b>		<b>TRAFFIC OPTIONS</b>			
<b>Agency</b> AMP - AMPLIFY MEDIA 15.00%		<b>Address 1</b> AMP MEDIA		<b>Product</b> 75	
<b>RepFirm</b> NCC 13.00%		<b>Address 2</b>		<b>Estimate</b> 6760	
<b>Copy Instr ID</b>		<b>City, State, Zip</b> BLOOMFIELD, NJ		<b>Submit EDI Invoice?</b> Submit EDI Invoice	
<b>Total Zones</b> 2		<b>Zip</b> 07003		<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>	
<b>Zones</b> Grand Rapids MI DISH - I+,Grand Rapid...		<b>Contact</b>		5/13 NEW ORDER. PLEASE REVIEW AND CONFIRM, THANKS!,  Grand Rapids-Kalmzoo-B.Crk- PRIORITY CODE: NP=80, IP=74 - SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION	
<b>Total Networks</b> 5		<b>Phone</b> 111-111-1111			
<b>GENERAL COMMENTS</b>		<b>Avail Tag</b>		<b>SYSCODE LIST</b>	
5/13 NEW ORDER. PLEASE REVIEW AND CONFIRM, THANKS!,		<b>Contract Type</b> Standard		2128,6625	
		<b>Copy Group</b>			
		<b>Division</b>			
		<b>Reference #</b>			

**SUMMARY FOR SYSCODE 2128**

<b>Traffic Order #</b>	870385	<b>Created On</b>	5/13/2024 12:10:40 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4183331	<b>Created By</b>	Kilpatrick, Ben	<b>Syscode Gross \$</b>	9825.00
<b>Order Descrp</b>	63182162_POL_Issue_AB PAC - MI	<b>Updated On</b>	5/13/2024 12:45:22 PM	<b>Syscode Net \$</b>	7074.00
<b>Client</b>	AMP - AB PAC - MI	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	158
<b>Start Date</b>	5/13/2024	<b>Source</b>	OneCONNECT	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/26/2024	<b>Zones</b>	Grand Rapids MI DISH - I+	<b>Avg Unit Rate</b>	62.18
<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		Amp ersa nd Politi cal Bun dle	75   75	Food Network	2128	FOOD DT	05/15/2024	05/17/2024	W-F 9a-4p			X	X	X			12	\$43.00	\$516.00	30
2	2		Amp ersa nd Politi cal Bun dle	75   75	Food Network	2128	FOOD EF	05/15/2024	05/17/2024	W-F 4p-7p			X	X	X			4	\$63.00	\$252.00	30
3	3		Amp ersa nd Politi cal Bun dle	75   75	Food Network	2128	FOOD PT	05/15/2024	05/17/2024	W-F 7p-12m			X	X	X			8	\$105.00	\$840.00	30
4	4		Amp ersa nd Politi cal Bun dle	75   75	Food Network	2128	FOOD PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$105.00	\$210.00	30
5	5		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	2128	HALL DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$8.00	\$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
6	6		Ampersa nd Politi cal Bun dle	75   75	Hallmark Channel	2128	HALL EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$8.00	\$8.00	30
7	7		Ampersa nd Politi cal Bun dle	75   75	Hallmark Channel	2128	HALL PT	05/19/2024	05/19/2024	Su 7p-12m							X	1	\$15.00	\$15.00	30
8	8		Ampersa nd Politi cal Bun dle	75   75	HGTV	2128	HGTV DT	05/15/2024	05/17/2024	W-F 9a-4p			X	X	X			12	\$75.00	\$900.00	30
9	9		Ampersa nd Politi cal Bun dle	75   75	HGTV	2128	HGTV EF	05/15/2024	05/17/2024	W-F 4p-7p			X	X	X			4	\$125.00	\$500.00	30
10	10		Ampersa nd Politi cal Bun dle	75   75	HGTV	2128	HGTV PT	05/15/2024	05/17/2024	W-F 7p-12m			X	X	X			8	\$125.00	\$1,000.00	30
11	11		Ampersa nd Politi cal Bun dle	75   75	HGTV	2128	HGTV PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$125.00	\$250.00	30
12	12		Ampersa nd Politi cal Bun dle	75   75	Lifetime	2128	LIF DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$35.00	\$105.00	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
13	13		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	2128	LIF EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$53.00	\$53.00	30
14	14		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	2128	LIF PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$105.00	\$210.00	30
15	15		Amp ersa nd Politi cal Bun dle	75   75	TLC	2128	TLC DT	05/15/2024	05/17/2024	W-F 9a-4p			X	X	X			12	\$48.00	\$576.00	30
16	16		Amp ersa nd Politi cal Bun dle	75   75	TLC	2128	TLC EF	05/15/2024	05/17/2024	W-F 4p-7p			X	X	X			4	\$63.00	\$252.00	30
17	17		Amp ersa nd Politi cal Bun dle	75   75	TLC	2128	TLC PT	05/15/2024	05/17/2024	W-F 7p-12m			X	X	X			8	\$80.00	\$640.00	30
18	18		Amp ersa nd Politi cal Bun dle	75   75	TLC	2128	TLC PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$80.00	\$160.00	30
19	19		Amp ersa nd Politi cal Bun dle	75   75	Food Network	2128	FOOD EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$63.00	\$63.00	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
20	20		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	2128	HALL DT	05/15/2024	05/17/2024	W-F 9a-4p			X	X	X			12	\$8.00	\$96.00	30
21	21		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	2128	HALL PT	05/15/2024	05/17/2024	W-F 7p-12m			X	X	X			8	\$15.00	\$120.00	30
22	22		Amp ersa nd Politi cal Bun dle	75   75	HGTV	2128	HGTV DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$75.00	\$225.00	30
23	23		Amp ersa nd Politi cal Bun dle	75   75	HGTV	2128	HGTV PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$125.00	\$250.00	30
24	24		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	2128	LIF EF	05/15/2024	05/17/2024	W-F 4p-7p			X	X	X			4	\$53.00	\$212.00	30
25	25		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	2128	LIF PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$105.00	\$210.00	30
26	26		Amp ersa nd Politi cal Bun dle	75   75	TLC	2128	TLC EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$63.00	\$63.00	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
27	27		Amp ersa nd Politi cal Bun dle	75   75	Food Network	2128	FOOD DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$43.00	\$129.00	30
28	28		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	2128	HALL EF	05/15/2024	05/17/2024	W-F 4p-7p			X	X	X			4	\$8.00	\$32.00	30
29	29		Amp ersa nd Politi cal Bun dle	75   75	HGTV	2128	HGTV EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$125.00	\$125.00	30
30	30		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	2128	LIF PT	05/15/2024	05/17/2024	W-F 7p-12m			X	X	X			8	\$105.00	\$840.00	30
31	31		Amp ersa nd Politi cal Bun dle	75   75	TLC	2128	TLC PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$80.00	\$160.00	30
32	32		Amp ersa nd Politi cal Bun dle	75   75	Food Network	2128	FOOD PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$105.00	\$210.00	30
33	33		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	2128	LIF DT	05/15/2024	05/17/2024	W-F 9a-4p			X	X	X			12	\$35.00	\$420.00	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
34	34		Ampersand Political Bundle	75   75	Hallmark Channel	2128	HALL PT	05/20/2024	05/20/2024	M 7p-12m	X							1	\$15.00	\$15.00	30
35	35		Ampersand Political Bundle	75   75	TLC	2128	TLC DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$48.00	\$144.00	30

**SUMMARY FOR SYSCODE 6625**

<b>Traffic Order #</b>	870386	<b>Created On</b>	5/13/2024 12:10:40 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4183331	<b>Created By</b>	Kilpatrick, Ben	<b>Syscode Gross \$</b>	40522.00
<b>Order Descrp</b>	63182162_POL_Issue_AB PAC - MI	<b>Updated On</b>	5/13/2024 12:45:22 PM	<b>Syscode Net \$</b>	29175.84
<b>Client</b>	AMP - AB PAC - MI	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	161
<b>Start Date</b>	5/13/2024	<b>Source</b>	OneCONNECT	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/26/2024	<b>Zones</b>	Grand Rapids MI Interconnect	<b>Avg Unit Rate</b>	251.69
<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
36	1		Amp ersa nd Politi cal Bun dle	75   75	Food Network	6625	FOOD DT	05/14/2024	05/17/2024	Tu-F 9a-4p		X	X	X	X			12	\$175.00	\$2,100.00	30
37	2		Amp ersa nd Politi cal Bun dle	75   75	Food Network	6625	FOOD EF	05/14/2024	05/17/2024	Tu-F 4p-7p		X	X	X	X			4	\$200.00	\$800.00	30
38	3		Amp ersa nd Politi cal Bun dle	75   75	Food Network	6625	FOOD PT	05/14/2024	05/17/2024	Tu-F 7p-12m		X	X	X	X			8	\$375.00	\$3,000.00	30
39	4		Amp ersa nd Politi cal Bun dle	75   75	Food Network	6625	FOOD PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$375.00	\$750.00	30
40	5		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6625	HALL DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$225.00	\$675.00	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	6		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6625	HALL EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$263.00	\$263.00	30
42	7		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6625	HALL PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$388.00	\$776.00	30
43	8		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6625	HGTV DT	05/14/2024	05/17/2024	Tu-F 9a-4p		X	X	X	X			12	\$338.00	\$4,056.00	30
44	9		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6625	HGTV EF	05/14/2024	05/17/2024	Tu-F 4p-7p		X	X	X	X			4	\$388.00	\$1,552.00	30
45	10		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6625	HGTV PT	05/14/2024	05/17/2024	Tu-F 7p-12m		X	X	X	X			8	\$488.00	\$3,904.00	30
46	11		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6625	HGTV PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$488.00	\$976.00	30
47	12		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	6625	LIF DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$100.00	\$300.00	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
48	13		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	6625	LIF EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$90.00	\$90.00	30
49	14		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	6625	LIF PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$263.00	\$526.00	30
50	15		Amp ersa nd Politi cal Bun dle	75   75	TLC	6625	TLC DT	05/14/2024	05/17/2024	Tu-F 9a-4p		X	X	X	X			13	\$88.00	\$1,144.00	30
51	16		Amp ersa nd Politi cal Bun dle	75   75	TLC	6625	TLC EF	05/14/2024	05/17/2024	Tu-F 4p-7p		X	X	X	X			4	\$163.00	\$652.00	30
52	17		Amp ersa nd Politi cal Bun dle	75   75	TLC	6625	TLC PT	05/14/2024	05/17/2024	Tu-F 7p-12m		X	X	X	X			8	\$238.00	\$1,904.00	30
53	18		Amp ersa nd Politi cal Bun dle	75   75	TLC	6625	TLC PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$238.00	\$476.00	30
54	19		Amp ersa nd Politi cal Bun dle	75   75	Food Network	6625	FOOD EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$200.00	\$200.00	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
55	20		Ampersand Political Bundle	75   75	Hallmark Channel	6625	HALL DT	05/14/2024	05/17/2024	Tu-F 9a-4p		X	X	X	X			12	\$225.00	\$2,700.00	30
56	21		Ampersand Political Bundle	75   75	Hallmark Channel	6625	HALL PT	05/14/2024	05/17/2024	Tu-F 7p-12m		X	X	X	X			8	\$388.00	\$3,104.00	30
57	22		Ampersand Political Bundle	75   75	HGTV	6625	HGTV DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$338.00	\$1,014.00	30
58	23		Ampersand Political Bundle	75   75	HGTV	6625	HGTV PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$488.00	\$976.00	30
59	24		Ampersand Political Bundle	75   75	Lifetime	6625	LIF EF	05/14/2024	05/17/2024	Tu-F 4p-7p		X	X	X	X			4	\$90.00	\$360.00	30
60	25		Ampersand Political Bundle	75   75	Lifetime	6625	LIF PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$263.00	\$526.00	30
61	26		Ampersand Political Bundle	75   75	TLC	6625	TLC EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$163.00	\$163.00	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
62	27		Amp ersa nd Politi cal Bun dle	75   75	Food Network	6625	FOOD PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$375.00	\$750.00	30
63	28		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6625	HALL PT	05/20/2024	05/20/2024	M 7p-12m	X							2	\$388.00	\$776.00	30
64	29		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	6625	LIF DT	05/14/2024	05/17/2024	Tu-F 9a-4p		X	X	X	X			12	\$100.00	\$1,200.00	30
65	30		Amp ersa nd Politi cal Bun dle	75   75	TLC	6625	TLC DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$88.00	\$264.00	30
66	31		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6625	HALL EF	05/14/2024	05/17/2024	Tu-F 4p-7p		X	X	X	X			4	\$263.00	\$1,052.00	30
67	32		Amp ersa nd Politi cal Bun dle	75   75	Lifetime	6625	LIF PT	05/14/2024	05/17/2024	Tu-F 7p-12m		X	X	X	X			8	\$263.00	\$2,104.00	30
68	33		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6625	HGTV EF	05/20/2024	05/20/2024	M 4p-7p	X							1	\$388.00	\$388.00	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
69	34		Amp ersa nd Politi cal Bun dle	75   75	Food Network	6625	FOOD DT	05/20/2024	05/20/2024	M 9a-4p	X							3	\$175.00	\$525.00	30
70	35		Amp ersa nd Politi cal Bun dle	75   75	TLC	6625	TLC PT	05/19/2024	05/19/2024	Su 7p-12m							X	2	\$238.00	\$476.00	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 # 4183331**

<b>Traffic Order #</b>	870386,870385	<b># of Weeks</b>	2	<b>Active</b>	Yes
<b>Order #</b>	4183331	<b>Created On</b>	5/13/2024 12:10:40 PM	<b>Order Status</b>	Contract Confirmed
<b>Order Descrp</b>	63182162_POL_Issue_AB PAC - MI	<b>Created By</b>	Kilpatrick, Ben	<b>Gross \$</b>	50347.00
<b>Client</b>	AMP - AB PAC - MI	<b>Updated On</b>	5/13/2024 12:52:19 PM	<b>Net \$</b>	36249.84
<b>Start Date</b>	5/13/2024	<b>Updated By</b>	eClerx BOT	<b>Units</b>	319
<b>End Date</b>	5/26/2024	<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>	