

# Contract Data (Traffic) Report

**SUMMARY FOR ORDER # 3769294**

<b>Traffic Order #</b>	12215494,12215493		<b>Created On</b>	11/1/2022 12:38:35 PM		<b>Order Status</b>	Revision Confirmed	
<b>Order #</b>	3769294		<b>Created By</b>	NCC_Gateway_User		<b>Gross \$</b>	201260.00	
<b>Order Descrp</b>	63060922_POL_Issue_MAGA INC - PHL		<b>Updated On</b>	11/2/2022 10:54:21 AM		<b>Net \$</b>	144907.20	
<b>Client</b>	AMP - MAGA INC - PHL		<b>Updated By</b>	Byrd, Sharrall (Spotlight Bingham Farms)		<b>Units</b>	170	
<b>Start Date</b>	10/31/2022		<b>Industry</b>	Political-Association		<b>Credit Hold</b>	NO	
<b>End Date</b>	11/13/2022		<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>	63060922	
<b>ActiveWeeks</b>	2		<b>Tertiary</b>			<b>Billing Schedule</b>	EndOfFlight	
<b>AE 1</b>	NCC - PHL - WASH DC		<b>Quarternary</b>			<b>EDI INFORMATION</b>		
<b>AE 2</b>			<b>TRAFFIC OPTIONS</b>					
<b>Agency</b>	AMP - FULL REACH MEDIA GROUP	15.00%	<b>Address 1</b>	AMP MEDIA		<b>Product</b>	177	
<b>RepFirm</b>	NCC	13.00%	<b>Address 2</b>			<b>Estimate</b>	3439	
<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>	Philadelphia Interconnect,DISH I+		<b>Contact</b>			,Philadelphia- PRIORITY CODE: NP=80, IP=74 - SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION		
<b>Total Networks</b>	5		<b>Phone</b>					
<b>GENERAL COMMENTS</b>			<b>Avail Tag</b>			<b>SYSCODE LIST</b>		
			<b>Contract Type</b>	Standard		6500,9762		
			<b>Copy Group</b>					
			<b>Division</b>					
			<b>Reference #</b>					

**SUMMARY FOR SYSCODE 6500**

<b>Traffic Order #</b>	12215493	<b>Created On</b>	11/1/2022 12:38:35 PM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>	3769294	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	197512.00
<b>Order Descrp</b>	63060922_POL_Issue_MAGA INC - PHL	<b>Updated On</b>	11/2/2022 10:52:38 AM	<b>Syscode Net \$</b>	142208.64
<b>Client</b>	AMP - MAGA INC - PHL	<b>Updated By</b>	Byrd, Sharrall (Spotlight Bingham Farms)	<b>Syscode Units</b>	126
<b>Start Date</b>	10/31/2022	<b>Source</b>	Gateway	<b>Zone Status</b>	Revision Confirmed
<b>End Date</b>	11/13/2022	<b>Zones</b>	Philadelphia Interconnect	<b>Avg Unit Rate</b>	1567.56
<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	3		Amp ersa nd Politi cal Bun dle	75   75	ESPN	6500	ESPN EM	11/02/2022	11/06/2022	W-Su 5a-9a			X	X	X	X	X	4	\$526.00	\$2,104.00	30
2	4		Amp ersa nd Politi cal Bun dle	75   75	ESPN	6500	ESPN DT	11/02/2022	11/06/2022	W-Su 9a-4p			X	X	X	X	X	6	\$717.00	\$4,302.00	30
3	5		Amp ersa nd Politi cal Bun dle	75   75	ESPN	6500	ESPN EF	11/02/2022	11/06/2022	W-Su 4p-7p			X	X	X	X	X	3	\$1,788.00	\$5,364.00	30
4	6		Amp ersa nd Politi cal Bun dle	75   75	ESPN	6500	ESPN PT	11/02/2022	11/06/2022	W-Su 7p-12m			X	X	X	X	X	6	\$2,858.00	\$17,148.00	30
5	11		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC EM	11/02/2022	11/06/2022	W-Su 5a-9a			X	X	X	X	X	6	\$2,382.00	\$14,292.00	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	12		Ampersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC DT	11/02/2022	11/06/2022	W-Su 9a-4p			X	X	X	X	X	8	\$1,670.00	\$13,360.00	30
7	13		Ampersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC EF	11/02/2022	11/06/2022	W-Su 4p-7p			X	X	X	X	X	3	\$2,621.00	\$7,863.00	30
8	14		Ampersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC PT	11/02/2022	11/06/2022	W-Su 7p-12m			X	X	X	X	X	8	\$4,049.00	\$32,392.00	30
9	18		Ampersa nd Politi cal Bun dle	75   75	Hallmark Channel	6500	HALL EM	11/02/2022	11/06/2022	W-Su 5a-9a			X	X	X	X	X	4	\$255.00	\$1,020.00	30
10	19		Ampersa nd Politi cal Bun dle	75   75	Hallmark Channel	6500	HALL DT	11/02/2022	11/06/2022	W-Su 9a-4p			X	X	X	X	X	6	\$382.00	\$2,292.00	30
11	20		Ampersa nd Politi cal Bun dle	75   75	Hallmark Channel	6500	HALL EF	11/02/2022	11/06/2022	W-Su 4p-7p			X	X	X	X	X	3	\$954.00	\$2,862.00	30
12	21		Ampersa nd Politi cal Bun dle	75   75	Hallmark Channel	6500	HALL PT	11/02/2022	11/06/2022	W-Su 7p-12m			X	X	X	X	X	6	\$2,382.00	\$14,292.00	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	24		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6500	HGTV EM	11/02/2022	11/06/2022	W-Su 5a-9a			X	X	X	X	X	4	\$214.00	\$856.00	30
14	25		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6500	HGTV DT	11/02/2022	11/06/2022	W-Su 9a-4p			X	X	X	X	X	5	\$954.00	\$4,770.00	30
15	26		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6500	HGTV EF	11/02/2022	11/06/2022	W-Su 4p-7p			X	X	X	X	X	3	\$1,906.00	\$5,718.00	30
16	27		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6500	HGTV PT	11/02/2022	11/06/2022	W-Su 7p-12m			X	X	X	X	X	6	\$3,334.00	\$20,004.00	30
17	31		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	6500	HIST EM	11/02/2022	11/06/2022	W-Su 5a-9a			X	X	X	X	X	4	\$141.00	\$564.00	30
18	32		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	6500	HIST DT	11/02/2022	11/06/2022	W-Su 9a-4p			X	X	X	X	X	6	\$240.00	\$1,440.00	30
19	33		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	6500	HIST EF	11/02/2022	11/06/2022	W-Su 4p-7p			X	X	X	X	X	3	\$717.00	\$2,151.00	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	34		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	6500	HIST PT	11/02/2022	11/06/2022	W-Su 7p-12m			X	X	X	X	X	7	\$1,670.00	\$11,690.00	30
33	1		Amp ersa nd Politi cal Bun dle	75   75	ESPN	6500	ESPN EM	11/07/2022	11/08/2022	M-Tu 5a-9a	X	X						1	\$526.00	\$526.00	30
34	2		Amp ersa nd Politi cal Bun dle	75   75	ESPN	6500	ESPN DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$717.00	\$717.00	30
35	7		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC EF	11/07/2022	11/07/2022	M 4p-7p	X							1	\$2,621.00	\$2,621.00	30
36	8		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC PT	11/07/2022	11/07/2022	M 7p-12m	X							1	\$4,049.00	\$4,049.00	30
37	9		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC EM	11/07/2022	11/08/2022	M-Tu 5a-9a	X	X						1	\$2,382.00	\$2,382.00	30
38	10		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	6500	FXNC DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$1,670.00	\$1,670.00	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
39	15		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6500	HALL PT	11/07/2022	11/07/2022	M 7p-12m	X							1	\$2,382.00	\$2,382.00	30
40	16		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6500	HALL EM	11/07/2022	11/08/2022	M-Tu 5a-9a	X	X						1	\$255.00	\$255.00	30
41	17		Amp ersa nd Politi cal Bun dle	75   75	Hallmark Channel	6500	HALL DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$382.00	\$382.00	30
42	22		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6500	HGTV EM	11/07/2022	11/08/2022	M-Tu 5a-9a	X	X						1	\$214.00	\$214.00	30
43	23		Amp ersa nd Politi cal Bun dle	75   75	HGTV	6500	HGTV DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$954.00	\$954.00	30
44	28		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	6500	HIST PT	11/07/2022	11/07/2022	M 7p-12m	X							1	\$1,670.00	\$1,670.00	30
45	29		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	6500	HIST EM	11/07/2022	11/08/2022	M-Tu 5a-9a	X	X						1	\$141.00	\$141.00	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
46	30		Ampersand Political Bundle	75   75	The History Channel	6500	HIST DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$240.00	\$240.00	30
58	35		Ampersand Political Bundle	75   75	Fox News Channel	6500	FXNC EM	11/03/2022	11/06/2022	Th-Su 5a-9a				X	X	X	X	2	\$2,382.00	\$4,764.00	30
59	36		Ampersand Political Bundle	75   75	Fox News Channel	6500	FXNC PT	11/03/2022	11/06/2022	Th-Su 7p-12m				X	X	X	X	1	\$4,049.00	\$4,049.00	30
60	37		Ampersand Political Bundle	75   75	The History Channel	6500	HIST EM	11/03/2022	11/06/2022	Th-Su 5a-9a				X	X	X	X	2	\$141.00	\$282.00	30
61	38		Ampersand Political Bundle	75   75	The History Channel	6500	HIST DT	11/03/2022	11/06/2022	Th-Su 9a-4p				X	X	X	X	3	\$240.00	\$720.00	30
62	39		Ampersand Political Bundle	75   75	The History Channel	6500	HIST PT	11/03/2022	11/06/2022	Th-Su 7p-12m				X	X	X	X	3	\$1,670.00	\$5,010.00	30

**SUMMARY FOR SYSCODE 9762**

<b>Traffic Order #</b>	12215494	<b>Created On</b>	11/1/2022 12:38:35 PM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>	3769294	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	3748.00
<b>Order Descrp</b>	63060922_POL_Issue_MAGA INC - PHL	<b>Updated On</b>	11/1/2022 1:17:50 PM	<b>Syscode Net \$</b>	2698.56
<b>Client</b>	AMP - MAGA INC - PHL	<b>Updated By</b>	Daniels, Kyle	<b>Syscode Units</b>	44
<b>Start Date</b>	10/31/2022	<b>Source</b>	Gateway	<b>Zone Status</b>	Revision Confirmed
<b>End Date</b>	11/13/2022	<b>Zones</b>	DISH I+	<b>Avg Unit Rate</b>	85.18
<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
21	1		Amp ersa nd Politi cal Bun dle	75   75	ESPN	9762	ESPN DT	11/04/2022	11/06/2022	F-Su 9a-4p					X	X	X	3	\$28.00	\$84.00	30
22	2		Amp ersa nd Politi cal Bun dle	75   75	ESPN	9762	ESPN EF	11/04/2022	11/06/2022	F-Su 4p-7p					X	X	X	2	\$149.00	\$298.00	30
23	3		Amp ersa nd Politi cal Bun dle	75   75	ESPN	9762	ESPN PT	11/04/2022	11/06/2022	F-Su 7p-12m					X	X	X	4	\$180.00	\$720.00	30
24	6		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	9762	FXNC DT	11/04/2022	11/06/2022	F-Su 9a-4p					X	X	X	3	\$32.00	\$96.00	30
25	7		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	9762	FXNC EF	11/04/2022	11/06/2022	F-Su 4p-7p					X	X	X	2	\$88.00	\$176.00	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	8		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	9762	FXNC PT	11/04/2022	11/06/2022	F-Su 7p-12m					X	X	X	3	\$94.00	\$282.00	30
27	12		Amp ersa nd Politi cal Bun dle	75   75	HGTV	9762	HGTV DT	11/04/2022	11/06/2022	F-Su 9a-4p					X	X	X	3	\$28.00	\$84.00	30
28	13		Amp ersa nd Politi cal Bun dle	75   75	HGTV	9762	HGTV EF	11/04/2022	11/06/2022	F-Su 4p-7p					X	X	X	2	\$122.00	\$244.00	30
29	14		Amp ersa nd Politi cal Bun dle	75   75	HGTV	9762	HGTV PT	11/04/2022	11/06/2022	F-Su 7p-12m					X	X	X	3	\$144.00	\$432.00	30
30	18		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	9762	HIST DT	11/04/2022	11/06/2022	F-Su 9a-4p					X	X	X	3	\$16.00	\$48.00	30
31	19		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	9762	HIST EF	11/04/2022	11/06/2022	F-Su 4p-7p					X	X	X	2	\$77.00	\$154.00	30
32	20		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	9762	HIST PT	11/04/2022	11/06/2022	F-Su 7p-12m					X	X	X	3	\$88.00	\$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
47	4		Amp ersa nd Politi cal Bun dle	75   75	ESPN	9762	ESPN EF	11/07/2022	11/07/2022	M 4p-7p	X							1	\$149.00	\$149.00	30
48	5		Amp ersa nd Politi cal Bun dle	75   75	ESPN	9762	ESPN DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$28.00	\$28.00	30
49	9		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	9762	FXNC EF	11/07/2022	11/07/2022	M 4p-7p	X							1	\$88.00	\$88.00	30
50	10		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	9762	FXNC PT	11/07/2022	11/07/2022	M 7p-12m	X							1	\$94.00	\$94.00	30
51	11		Amp ersa nd Politi cal Bun dle	75   75	Fox News Channel	9762	FXNC DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$32.00	\$32.00	30
52	15		Amp ersa nd Politi cal Bun dle	75   75	HGTV	9762	HGTV EF	11/07/2022	11/07/2022	M 4p-7p	X							1	\$122.00	\$122.00	30
53	16		Amp ersa nd Politi cal Bun dle	75   75	HGTV	9762	HGTV PT	11/07/2022	11/07/2022	M 7p-12m	X							1	\$144.00	\$144.00	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
54	17		Amp ersa nd Politi cal Bun dle	75   75	HGTV	9762	HGTV DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$28.00	\$28.00	30
55	21		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	9762	HIST EF	11/07/2022	11/07/2022	M 4p-7p	X							1	\$77.00	\$77.00	30
56	22		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	9762	HIST PT	11/07/2022	11/07/2022	M 7p-12m	X							1	\$88.00	\$88.00	30
57	23		Amp ersa nd Politi cal Bun dle	75   75	The History Channel	9762	HIST DT	11/07/2022	11/08/2022	M-Tu 9a-4p	X	X						1	\$16.00	\$16.00	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 # 3769294**

<b>Traffic Order #</b>	12215494,12215493	<b># of Weeks</b>	2	<b>Active</b>	Yes
<b>Order #</b>	3769294	<b>Created On</b>	11/1/2022 12:38:35 PM	<b>Order Status</b>	Revision Confirmed
<b>Order Descrp</b>	63060922_POL_Issue_MAGA INC - PHL	<b>Created By</b>	NCC_Gateway_User	<b>Gross \$</b>	201260.00
<b>Client</b>	AMP - MAGA INC - PHL	<b>Updated On</b>	11/2/2022 10:54:21 AM	<b>Net \$</b>	144907.20
<b>Start Date</b>	10/31/2022	<b>Updated By</b>	Byrd, Sharrall (Spotlight Bingham Farms)	<b>Units</b>	170
<b>End Date</b>	11/13/2022	<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>	