

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3641532

Traffic Order #	12189599,12189598		Created On	5/18/2022 12:32:35 PM		Order Status	Revision Confirmed	
Order #	3641532		Created By	Brett, Veronica		Gross \$	109490.00	
Order Descrp	POL-Issue-NRDC ACTION FUND - PHL		Updated On	5/19/2022 10:53:51 AM		Net \$	93066.50	
Client	NRDC ACTION FUND - PHL		Updated By	Shields, Karolyn		Units	204	
Start Date	5/19/2022		Industry	Political-Association		Credit Hold	NO	
End Date	6/5/2022		REFERENCES					
# of Weeks	3		Primary			BILLING INFORMATION		
SALES			Secondary			Purchase Order #		
ActiveWeeks	3		Tertiary			Billing Schedule	EndOfFlight	
AE 1	Whittaker, BJ		Quarternary			EDI INFORMATION		
AE 2			TRAFFIC OPTIONS					
Agency	WIN CREATIVE	15.00%	Address 1	15 Shatzell Avenue		Product		
RepFirm		0%	Address 2	PO BOX 280		Estimate		
Copy Instr ID			City, State, Zip	Rhinebeck, NY		Submit EDI Invoice?	Do Not Submit EDI Invoice	
Total Zones	2		Zip	12572		ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS		
Zones	Philadelphia Interconnect,DISH I+		Contact			PHILADELPHIA Priority Code NP=80, IP=74 See key on FCC site for zone/network information		
Total Networks	1		Phone	212-271-9685				
GENERAL COMMENTS			Avail Tag					
			Contract Type	Standard				
			Copy Group					
			Division					
			Reference #	9fc13e0e-c8d6-ec11-910e-005056979d16		SYSCODE LIST		
					6500,9762			

SUMMARY FOR SYSCODE 6500

Traffic Order #	12189598	Created On	5/18/2022 12:33:05 PM	Order Status	Revision Confirmed
Order #	3641532	Created By	Brett, Veronica	Syscode Gross \$	107600.00
Order Descrp	POL-Issue-NRDC ACTION FUND - PHL	Updated On	5/19/2022 7:15:03 AM	Syscode Net \$	91460.00
Client	NRDC ACTION FUND - PHL	Updated By	Perkins, Marie	Syscode Units	128
Start Date	5/19/2022	Source	VIEW	Zone Status	Revision Confirmed
End Date	6/5/2022	Zones	Philadelphia Interconnect	Avg Unit Rate	840.63
# of Weeks	3				

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
19	1		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/19/2022	05/22/2022	Th-Su 5a-9a				X	X	X	X	6	\$800.00	\$4,800.00	30
20			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/26/2022	05/29/2022	Th-Su 5a-9a				X	X	X	X	0	\$800.00	\$0.00	30
21			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	06/02/2022	06/05/2022	Th-Su 5a-9a				X	X	X	X	0	\$800.00	\$0.00	30
22			Retail Political Bundle	74 74	MSNBC	6500	MORNING JOE<	05/19/2022	05/22/2022	Th-Su 5a-9a				X	X	X	X	0	\$800.00	\$0.00	30
23	2		Retail Political Bundle	74 74	MSNBC	6500	MORNING JOE<	05/23/2022	05/29/2022	M-Su 5a-9a	X	X	X	X	X	X	X	7	\$800.00	\$5,600.00	30
24	3		Retail Political Bundle	74 74	MSNBC	6500	MORNING JOE<	05/30/2022	06/05/2022	M-Su 5a-9a	X	X	X	X	X	X	X	6	\$800.00	\$4,800.00	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
25	4		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/19/2022	05/22/2022	Th-Su 9a-4p				X	X	X	X	13	\$500.00	\$6,500.00	30
26			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/26/2022	05/29/2022	Th-Su 9a-4p				X	X	X	X	0	\$500.00	\$0.00	30
27			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	06/02/2022	06/05/2022	Th-Su 9a-4p				X	X	X	X	0	\$500.00	\$0.00	30
28			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/19/2022	05/22/2022	Th-Su 9a-4p				X	X	X	X	0	\$500.00	\$0.00	30
29	5		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/23/2022	05/29/2022	M-Su 9a-4p	X	X	X	X	X	X	X	16	\$500.00	\$8,000.00	30
30	6		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/30/2022	06/05/2022	M-Su 9a-4p	X	X	X	X	X	X	X	16	\$500.00	\$8,000.00	30
31	7		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/19/2022	05/22/2022	Th-Su 4p-7p				X	X	X	X	7	\$900.00	\$6,300.00	30
32			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/26/2022	05/29/2022	Th-Su 4p-7p				X	X	X	X	0	\$900.00	\$0.00	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
33			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	06/02/2022	06/05/2022	Th-Su 4p-7p				X	X	X	X	0	\$900.00	\$0.00	30
34			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/19/2022	05/22/2022	Th-Su 4p-7p				X	X	X	X	0	\$900.00	\$0.00	30
35	8		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/23/2022	05/29/2022	M-Su 4p-7p	X	X	X	X	X	X	X	8	\$900.00	\$7,200.00	30
36	9		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/30/2022	06/05/2022	M-Su 4p-7p	X	X	X	X	X	X	X	8	\$900.00	\$7,200.00	30
37	10		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/19/2022	05/22/2022	Th-Su 7p-12m				X	X	X	X	13	\$1,200.00	\$15,600.00	30
38			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/26/2022	05/29/2022	Th-Su 7p-12m				X	X	X	X	0	\$1,200.00	\$0.00	30
39			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	06/02/2022	06/05/2022	Th-Su 7p-12m				X	X	X	X	0	\$1,200.00	\$0.00	30
40			Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/19/2022	05/22/2022	Th-Su 7p-12m				X	X	X	X	0	\$1,200.00	\$0.00	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	11		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/23/2022	05/29/2022	M-Su 7p-12m	X	X	X	X	X	X	X	14	\$1,200.00	\$16,800.00	30
42	12		Retail Political Bundle	74 74	MSNBC	6500	VARIOUS	05/30/2022	06/05/2022	M-Su 7p-12m	X	X	X	X	X	X	X	14	\$1,200.00	\$16,800.00	30

SUMMARY FOR SYSCODE 9762

Traffic Order #	12189599	Created On	5/18/2022 12:33:05 PM	Order Status	Revision Confirmed
Order #	3641532	Created By	Brett, Veronica	Syscode Gross \$	1890.00
Order Descrp	POL-Issue-NRDC ACTION FUND - PHL	Updated On	5/18/2022 1:18:25 PM	Syscode Net \$	1606.50
Client	NRDC ACTION FUND - PHL	Updated By	Bacalia, Christopher	Syscode Units	76
Start Date	5/19/2022	Source	VIEW	Zone Status	Revision Confirmed
End Date	6/5/2022	Zones	DISH I+	Avg Unit Rate	24.87
# of Weeks	3				

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	MSNBC	9762	MNBC DT	05/20/2022	05/22/2022	F-Su 9a-4p					X	X	X	6	\$20.00	\$120.00	30
2			Retail Political Bundle	75 75	MSNBC	9762	MNBC DT	05/28/2022	05/29/2022	Sa-Su 9a-4p						X	X	0	\$20.00	\$0.00	30
3			Retail Political Bundle	75 75	MSNBC	9762	MNBC DT	06/04/2022	06/05/2022	Sa-Su 9a-4p						X	X	0	\$20.00	\$0.00	30
4			Retail Political Bundle	75 75	MSNBC	9762	MNBC DT	05/19/2022	05/22/2022	Th-Su 9a-4p				X	X	X	X	0	\$20.00	\$0.00	30
5	2		Retail Political Bundle	75 75	MSNBC	9762	MNBC DT	05/23/2022	05/29/2022	M-Su 9a-4p	X	X	X	X	X	X	X	11	\$20.00	\$220.00	30
6	3		Retail Political Bundle	75 75	MSNBC	9762	MNBC DT	05/30/2022	06/05/2022	M-Su 9a-4p	X	X	X	X	X	X	X	11	\$20.00	\$220.00	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	4		Retail Political Bundle	75 75	MSNBC	9762	MNBC EF	05/20/2022	05/22/2022	F-Su 4p-7p					X	X	X	2	\$25.00	\$50.00	30
8			Retail Political Bundle	75 75	MSNBC	9762	MNBC EF	05/28/2022	05/29/2022	Sa-Su 4p-7p						X	X	0	\$25.00	\$0.00	30
9			Retail Political Bundle	75 75	MSNBC	9762	MNBC EF	06/04/2022	06/05/2022	Sa-Su 4p-7p						X	X	0	\$25.00	\$0.00	30
10			Retail Political Bundle	75 75	MSNBC	9762	MNBC EF	05/19/2022	05/22/2022	Th-Su 4p-7p				X	X	X	X	0	\$25.00	\$0.00	30
11	5		Retail Political Bundle	75 75	MSNBC	9762	MNBC EF	05/23/2022	05/29/2022	M-Su 4p-7p	X	X	X	X	X	X	X	10	\$25.00	\$250.00	30
12	6		Retail Political Bundle	75 75	MSNBC	9762	MNBC EF	05/30/2022	06/05/2022	M-Su 4p-7p	X	X	X	X	X	X	X	10	\$25.00	\$250.00	30
13	7		Retail Political Bundle	75 75	MSNBC	9762	MNBC PT	05/20/2022	05/22/2022	F-Su 7p-12m					X	X	X	2	\$30.00	\$60.00	30
14			Retail Political Bundle	75 75	MSNBC	9762	MNBC PT	05/28/2022	05/29/2022	Sa-Su 7p-12m						X	X	0	\$30.00	\$0.00	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
15			Retail Political Bundle	75 75	MSNBC	9762	MNBC PT	06/04/2022	06/05/2022	Sa-Su 7p-12m						X	X	0	\$30.00	\$0.00	30
16			Retail Political Bundle	75 75	MSNBC	9762	MNBC PT	05/19/2022	05/22/2022	Th-Su 7p-12m				X	X	X	X	0	\$30.00	\$0.00	30
17	8		Retail Political Bundle	75 75	MSNBC	9762	MNBC PT	05/23/2022	05/29/2022	M-Su 7p-12m	X	X	X	X	X	X	X	12	\$30.00	\$360.00	30
18	9		Retail Political Bundle	75 75	MSNBC	9762	MNBC PT	05/30/2022	06/05/2022	M-Su 7p-12m	X	X	X	X	X	X	X	12	\$30.00	\$360.00	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 # 3641532

Traffic Order #	12189599,12189598	# of Weeks	3	Active	Yes
Order #	3641532	Created On	5/18/2022 12:32:35 PM	Order Status	Revision Confirmed
Order Descrp	POL-Issue-NRDC ACTION FUND - PHL	Created By	Brett, Veronica	Gross \$	109490.00
Client	NRDC ACTION FUND - PHL	Updated On	5/19/2022 10:53:51 AM	Net \$	93066.50
Start Date	5/19/2022	Updated By	Shields, Karolyn	Units	204
End Date	6/5/2022	Source	CRM	Credit Hold	No

ACCEPTED BY AGENCY/ ADVERTISER	
FINANCE	
DATE	
MGR	
INV	