

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3642352

Traffic Order #	12189856		Created On	5/19/2022 9:53:56 AM		Order Status	Contract Confirmed	
Order #	3642352		Created By	Brett, Veronica		Gross \$	6700.00	
Order Descrp	POL-Issue-NRDC ACTION FUND - PHL		Updated On	5/19/2022 10:59:03 AM		Net \$	5695.00	
Client	NRDC ACTION FUND - PHL		Updated By	Shields, Karolyn		Units	20	
Start Date	5/20/2022		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	1		Zip	12572		ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS		
Zones	Philadelphia Interconnect		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 #	ef911b09-7bd7-ec11-9114-005056975758				
			SYSCODE LIST					
			6500					

SUMMARY FOR SYSCODE 6500

Traffic Order #	12189856	Created On	5/19/2022 9:54:25 AM	Order Status	Contract Confirmed
Order #	3642352	Created By	Brett, Veronica	Syscode Gross \$	6700.00
Order Descrp	POL-Issue-NRDC ACTION FUND - PHL	Updated On	5/19/2022 10:57:52 AM	Syscode Net \$	5695.00
Client	NRDC ACTION FUND - PHL	Updated By	Shields, Karolyn	Syscode Units	20
Start Date	5/20/2022	Source	VIEW	Zone Status	Contract Confirmed
End Date	6/5/2022	Zones	Philadelphia Interconnect	Avg Unit Rate	335.00
# 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	74 74	MSNBC	6500	-	05/20/2022	05/22/2022	F-Su 5a-9a					X	X	X	1	\$800.00	\$800.00	30
2			Retail Political Bundle	74 74	MSNBC	6500	-	05/20/2022	05/22/2022	F-Su 5a-9a					X	X	X	0	\$800.00	\$0.00	30
3	4		Retail Political Bundle	74 74	MSNBC	6500	-	05/20/2022	05/22/2022	F-Su 9a-4p					X	X	X	1	\$500.00	\$500.00	30
4			Retail Political Bundle	74 74	MSNBC	6500	-	05/20/2022	05/22/2022	F-Su 9a-4p					X	X	X	0	\$500.00	\$0.00	30
5	7		Retail Political Bundle	74 74	MSNBC	6500	-	05/20/2022	05/22/2022	F-Su 12m-2a					X	X	X	2	\$150.00	\$300.00	30
6			Retail Political Bundle	74 74	MSNBC	6500	-	05/20/2022	05/22/2022	F-Su 12m-2a					X	X	X	0	\$150.00	\$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
7	2		Retail Political Bundle	74 74	MSNBC	6500	-	05/23/2022	05/29/2022	M-Su 5a-9a	X	X	X	X	X	X	X	1	\$800.00	\$800.00	30
8	5		Retail Political Bundle	74 74	MSNBC	6500	-	05/23/2022	05/29/2022	M-Su 9a-4p	X	X	X	X	X	X	X	2	\$500.00	\$1,000.00	30
9	8		Retail Political Bundle	74 74	MSNBC	6500	-	05/23/2022	05/29/2022	M-Su 12m-2a	X	X	X	X	X	X	X	5	\$150.00	\$750.00	30
10			Retail Political Bundle	74 74	MSNBC	6500	-	05/27/2022	05/29/2022	F-Su 5a-9a					X	X	X	0	\$800.00	\$0.00	30
11			Retail Political Bundle	74 74	MSNBC	6500	-	05/27/2022	05/29/2022	F-Su 9a-4p					X	X	X	0	\$500.00	\$0.00	30
12			Retail Political Bundle	74 74	MSNBC	6500	-	05/27/2022	05/29/2022	F-Su 12m-2a					X	X	X	0	\$150.00	\$0.00	30
13	3		Retail Political Bundle	74 74	MSNBC	6500	-	05/30/2022	06/05/2022	M-Su 5a-9a	X	X	X	X	X	X	X	1	\$800.00	\$800.00	30
14	6		Retail Political Bundle	74 74	MSNBC	6500	-	05/30/2022	06/05/2022	M-Su 9a-4p	X	X	X	X	X	X	X	2	\$500.00	\$1,000.00	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	9		Retail Political Bundle	74 74	MSNBC	6500	-	05/30/2022	06/05/2022	M-Su 12m-2a	X	X	X	X	X	X	X	5	\$150.00	\$750.00	30
16			Retail Political Bundle	74 74	MSNBC	6500	-	06/03/2022	06/05/2022	F-Su 5a-9a					X	X	X	0	\$800.00	\$0.00	30
17			Retail Political Bundle	74 74	MSNBC	6500	-	06/03/2022	06/05/2022	F-Su 9a-4p					X	X	X	0	\$500.00	\$0.00	30
18			Retail Political Bundle	74 74	MSNBC	6500	-	06/03/2022	06/05/2022	F-Su 12m-2a					X	X	X	0	\$150.00	\$0.00	30

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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: _____

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Traffic Order #	12189856	# of Weeks	3	Active	Yes
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Start Date	5/20/2022	Updated By	Shields, Karolyn	Units	20
End Date	6/5/2022	Source	CRM	Credit Hold	No

ACCEPTED BY AGENCY/ ADVERTISER	
FINANCE	
DATE	
MGR	
INV	