

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 4187487

<b>Traffic Order #</b>	871284		<b>Created On</b>	5/21/2024 9:42:31 AM		<b>Order Status</b>	Contract Confirmed	
<b>Order #</b>	4187487		<b>Created By</b>	Kilpatrick, Ben		<b>Gross \$</b>	9328.00	
<b>Order Descrp</b>	63183800_POL_Candidate_AMP-MBA BIDEN FOR PRESIDENT		<b>Updated On</b>	5/21/2024 12:40:40 PM		<b>Net \$</b>	6716.16	
<b>Client</b>	AMP-MBA BIDEN FOR PRESIDENT-MI		<b>Updated By</b>	eClerx BOT		<b>Units</b>	182	
<b>Start Date</b>	5/20/2024		<b>Industry</b>	Political-President		<b>Credit Hold</b>	NO	
<b>End Date</b>	6/2/2024		<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>		
<b>ActiveWeeks</b>	2		<b>Tertiary</b>			<b>Billing Schedule</b>	Broadcast	
<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 - MEDIA BUYING & ANALYTICS LLC	15.00%	<b>Address 1</b>	AMP MEDIA		<b>Product</b>	1850	
<b>RepFirm</b>	NCC	13.00%	<b>Address 2</b>			<b>Estimate</b>	11773	
<b>Copy Instr ID</b>			<b>City, State, Zip</b>	BLOOMFIELD, NJ		<b>Submit EDI Invoice?</b>	Submit EDI Invoice	
<b>Total Zones</b>	1		<b>Zip</b>	07003		<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>		
<b>Zones</b>	Lansing MI Interconnect		<b>Contact</b>			5/21 NEW ORDER. PLEASE REVIEW AND CONFIRM, THANKS!,  Lansing-- PRIORITY CODE: NP=80, IP=74 -- SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION		
<b>Total Networks</b>	22		<b>Phone</b>	111-111-1111				
<b>GENERAL COMMENTS</b>			<b>Avail Tag</b>			<b>SYSCODE LIST</b>		
5/21 NEW ORDER. PLEASE REVIEW AND CONFIRM, THANKS!,			<b>Contract Type</b>	Standard		7887		
			<b>Copy Group</b>					
			<b>Division</b>					
			<b>Reference #</b>					

**SUMMARY FOR SYSCODE 7887**

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<b>Order #</b>	4187487	<b>Created By</b>	Kilpatrick, Ben	<b>Syscode Gross \$</b>	9328.00
<b>Order Descrp</b>	63183800_POL_Candidate_AMP-MBA BIDEN FOR PRESIDENT	<b>Updated On</b>	5/21/2024 12:40:40 PM	<b>Syscode Net \$</b>	6716.16
<b>Client</b>	AMP-MBA BIDEN FOR PRESIDENT-MI	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	182
<b>Start Date</b>	5/20/2024	<b>Source</b>	OneCONNECT	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	6/2/2024	<b>Zones</b>	Lansing MI Interconnect	<b>Avg Unit Rate</b>	51.25
<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	74   74	A&E Network	7887	AEN LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$10.00	\$20.00	30
2	2		Amp ersa nd Politi cal Bun dle	74   74	Animal Planet	7887	APL LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						1	\$8.00	\$8.00	30
3	3		Amp ersa nd Politi cal Bun dle	74   74	Comedy Central	7887	CMDY LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$12.00	\$24.00	30
4	4		Amp ersa nd Politi cal Bun dle	74   74	The Discovery Channel	7887	DISC LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$12.00	\$24.00	30
5	5		Amp ersa nd Politi cal Bun dle	74   74	ESPN	7887	ESPN EF	05/27/2024	05/28/2024	M-Tu 4p-7p	X	X						1	\$110.00	\$110.00	30

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6	6		Ampersand Political Bundle	74   74	ESPN	7887	ESPN EF	05/22/2024	05/26/2024	W-Su 4p-7p			X	X	X	X	X	3	\$110.00	\$330.00	30
7	7		Ampersand Political Bundle	74   74	Food Network	7887	FOOD PT	05/27/2024	05/28/2024	M-Tu 7p-12m	X	X						1	\$160.00	\$160.00	30
8	8		Ampersand Political Bundle	74   74	FX	7887	FX LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						1	\$8.00	\$8.00	30
9	9		Ampersand Political Bundle	74   74	Fox News Channel	7887	FXNC EM	05/27/2024	05/28/2024	M-Tu 5a-9a	X	X						1	\$210.00	\$210.00	30
10	10		Ampersand Political Bundle	74   74	Fox News Channel	7887	FXNC EM	05/22/2024	05/26/2024	W-Su 5a-9a			X	X	X	X	X	3	\$210.00	\$630.00	30
11	11		Ampersand Political Bundle	74   74	The History Channel	7887	HIST LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$8.00	\$16.00	30
12	12		Ampersand Political Bundle	74   74	The History Channel	7887	HIST LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	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	74   74	Headline News	7887	HLN LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$8.00	\$16.00	30
14	14		Amp ersa nd Politi cal Bun dle	74   74	Investigation Discovery	7887	ID LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$22.00	\$44.00	30
15	15		Amp ersa nd Politi cal Bun dle	74   74	MTV	7887	MTV DT	05/27/2024	05/28/2024	M-Tu 9a-4p	X	X						3	\$8.00	\$24.00	30
16	16		Amp ersa nd Politi cal Bun dle	74   74	MTV	7887	MTV DT	05/22/2024	05/26/2024	W-Su 9a-4p			X	X	X	X	X	5	\$8.00	\$40.00	30
17	17		Amp ersa nd Politi cal Bun dle	74   74	Nickelodeon	7887	NICK LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	30
18	18		Amp ersa nd Politi cal Bun dle	74   74	SyFy	7887	SYFY LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	30
19	19		Amp ersa nd Politi cal Bun dle	74   74	TBS	7887	TBSC PT	05/27/2024	05/28/2024	M-Tu 7p-12m	X	X						1	\$170.00	\$170.00	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		Ampersa nd Politi cal Bun dle	74   74	TBS	7887	TBSC PT	05/22/2024	05/26/2024	W-Su 7p-12m			X	X	X	X	X	4	\$170.00	\$680.00	30
21	21		Ampersa nd Politi cal Bun dle	74   74	TLC	7887	TLC LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	30
22	22		Ampersa nd Politi cal Bun dle	74   74	TNT	7887	TNT PT	05/27/2024	05/28/2024	M-Tu 7p-12m	X	X						1	\$200.00	\$200.00	30
23	23		Ampersa nd Politi cal Bun dle	74   74	TNT	7887	TNT PT	05/22/2024	05/26/2024	W-Su 7p-12m			X	X	X	X	X	3	\$200.00	\$600.00	30
24	24		Ampersa nd Politi cal Bun dle	74   74	Cartoon Network	7887	TOON LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$12.00	\$60.00	30
25	25		Ampersa nd Politi cal Bun dle	74   74	TruTV	7887	TRU LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	30
26	26		Ampersa nd Politi cal Bun dle	74   74	TV Land	7887	TVL LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	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		Ampersand Political Bundle	74   74	The Weather Channel	7887	TWC EM	05/27/2024	05/28/2024	M-Tu 5a-9a	X	X						4	\$8.00	\$32.00	30
28	28		Ampersand Political Bundle	74   74	USA	7887	USA LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$18.00	\$36.00	30
29	29		Ampersand Political Bundle	74   74	USA	7887	USA LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$18.00	\$90.00	30
30	30		Ampersand Political Bundle	74   74	Animal Planet	7887	APL LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	30
31	31		Ampersand Political Bundle	74   74	The Discovery Channel	7887	DISC LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$12.00	\$60.00	30
32	32		Ampersand Political Bundle	74   74	ESPN	7887	ESPN PT	05/22/2024	05/26/2024	W-Su 7p-12m			X	X	X	X	X	3	\$190.00	\$570.00	30
33	33		Ampersand Political Bundle	74   74	FX	7887	FX LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	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		Ampersa nd Politi cal Bun dle	74   74	Fox News Channel	7887	FXNC PT	05/22/2024	05/26/2024	W-Su 7p-12m			X	X	X	X	X	4	\$310.00	\$1,240.00	30
35	35		Ampersa nd Politi cal Bun dle	74   74	The History Channel	7887	HIST PT	05/22/2024	05/26/2024	W-Su 7p-12m			X	X	X	X	X	4	\$130.00	\$520.00	30
36	36		Ampersa nd Politi cal Bun dle	74   74	Investigation Discovery	7887	ID LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$22.00	\$110.00	30
37	37		Ampersa nd Politi cal Bun dle	74   74	Nickelodeon	7887	NICK LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$8.00	\$16.00	30
38	38		Ampersa nd Politi cal Bun dle	74   74	TBS	7887	TBSC EF	05/27/2024	05/28/2024	M-Tu 4p-7p	X	X						1	\$90.00	\$90.00	30
39	39		Ampersa nd Politi cal Bun dle	74   74	TLC	7887	TLC LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$8.00	\$16.00	30
40	40		Ampersa nd Politi cal Bun dle	74   74	TNT	7887	TNT LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$12.00	\$60.00	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		Amp ersa nd Politi cal Bun dle	74   74	TruTV	7887	TRU LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$8.00	\$16.00	30
42	42		Amp ersa nd Politi cal Bun dle	74   74	The Weather Channel	7887	TWC EM	05/27/2024	05/28/2024	M-Tu 5a-9a	X	X						4	\$8.00	\$32.00	30
43	43		Amp ersa nd Politi cal Bun dle	74   74	USA	7887	USA PT	05/27/2024	05/28/2024	M-Tu 7p-12m	X	X						1	\$220.00	\$220.00	30
44	44		Amp ersa nd Politi cal Bun dle	74   74	A&E Network	7887	AEN LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$10.00	\$50.00	30
45	45		Amp ersa nd Politi cal Bun dle	74   74	ESPN	7887	ESPN PT	05/27/2024	05/28/2024	M-Tu 7p-12m	X	X						1	\$190.00	\$190.00	30
46	46		Amp ersa nd Politi cal Bun dle	74   74	Fox News Channel	7887	FXNC PT	05/27/2024	05/28/2024	M-Tu 7p-12m	X	X						1	\$310.00	\$310.00	30
47	47		Amp ersa nd Politi cal Bun dle	74   74	Headline News	7887	HLN LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$8.00	\$40.00	30

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48	48		Amp ersa nd Politi cal Bun dle	74   74	SyFy	7887	SYFY LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$8.00	\$16.00	30
49	49		Amp ersa nd Politi cal Bun dle	74   74	TNT	7887	TNT LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$12.00	\$24.00	30
50	50		Amp ersa nd Politi cal Bun dle	74   74	TV Land	7887	TVL LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$8.00	\$16.00	30
51	51		Amp ersa nd Politi cal Bun dle	74   74	USA	7887	USA PT	05/22/2024	05/26/2024	W-Su 7p-12m			X	X	X	X	X	3	\$220.00	\$660.00	30
52	52		Amp ersa nd Politi cal Bun dle	74   74	Food Network	7887	FOOD PT	05/22/2024	05/26/2024	W-Su 7p-12m			X	X	X	X	X	4	\$160.00	\$640.00	30
53	53		Amp ersa nd Politi cal Bun dle	74   74	MTV	7887	MTV DT	05/27/2024	05/28/2024	M-Tu 9a-4p	X	X						2	\$8.00	\$16.00	30
54	54		Amp ersa nd Politi cal Bun dle	74   74	Cartoon Network	7887	TOON LF	05/27/2024	05/28/2024	M-Tu 12m-2a	X	X						2	\$12.00	\$24.00	30

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55	55		Ampersa nd Politi cal Bun dle	74   74	Comedy Central	7887	CMDY LF	05/22/2024	05/26/2024	W-Su 12m-2a			X	X	X	X	X	5	\$12.00	\$60.00	30
56	56		Ampersa nd Politi cal Bun dle	74   74	TBS	7887	TBSC EF	05/22/2024	05/26/2024	W-Su 4p-7p			X	X	X	X	X	3	\$90.00	\$270.00	30
57	57		Ampersa nd Politi cal Bun dle	74   74	The Weather Channel	7887	TWC EM	05/22/2024	05/26/2024	W-Su 5a-9a			X	X	X	X	X	10	\$8.00	\$80.00	30
58	58		Ampersa nd Politi cal Bun dle	74   74	The History Channel	7887	HIST PT	05/27/2024	05/28/2024	M-Tu 7p-12m	X	X						1	\$130.00	\$130.00	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 # 4187487**

<b>Traffic Order #</b>	871284	<b># of Weeks</b>	2	<b>Active</b>	Yes
<b>Order #</b>	4187487	<b>Created On</b>	5/21/2024 9:42:31 AM	<b>Order Status</b>	Contract Confirmed
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<b>End Date</b>	6/2/2024	<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>	