

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 4183942

| | | | | | | | | | | | |
|-------------------------|--|--|--|-------------------------|--|---------------------------|--|---|--|--------------------------|--|
| Traffic Order # | | 870486 | | Created On | | 5/14/2024 11:58:29 AM | | Order Status | | Traffic Updates Accepted | |
| Order # | | 4183942 | | Created By | | Kilpatrick, Ben | | Gross \$ | | 13428.00 | |
| Order Descrp | | 63182485_POL_Candidate_AMP-MBA BIDEN FOR PRESIDENT | | Updated On | | 5/20/2024 11:32:59 AM | | Net \$ | | 9668.16 | |
| Client | | AMP-MBA BIDEN FOR PRESIDENT-MI | | Updated By | | Delosreyes, MarieKristine | | Units | | 245 | |
| Start Date | | 5/13/2024 | | Industry | | Political-President | | Credit Hold | | NO | |
| End Date | | 5/26/2024 | | REFERENCES | | | | | | | |
| # of Weeks | | 2 | | Primary | | | | BILLING INFORMATION | | | |
| SALES | | | | Secondary | | | | Purchase Order # | | 63182485 | |
| ActiveWeeks | | 2 | | Tertiary | | | | Billing Schedule | | Broadcast | |
| AE 1 | | Babcock, Micah | | Quarternary | | | | EDI INFORMATION | | | |
| AE 2 | | | | TRAFFIC OPTIONS | | | | | | | |
| Agency | | AMP - MEDIA BUYING & ANALYTICS LLC | | Address 1 | | AMP MEDIA | | Product | | 1850 | |
| RepFirm | | NCC | | Address 2 | | | | Estimate | | 11748 | |
| Copy Instr ID | | | | City, State, Zip | | BLOOMFIELD, NJ | | Submit EDI Invoice? | | Submit EDI Invoice | |
| Total Zones | | 1 | | Zip | | 07003 | | ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS | | | |
| Zones | | Lansing MI Interconnect | | Contact | | | | 5/16 Adding MGs, Lansing-- PRIORITY CODE: NP=80, IP=74 -- SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION | | | |
| Total Networks | | 22 | | Phone | | 111-111-1111 | | | | | |
| GENERAL COMMENTS | | | | Avail Tag | | | | SYSCODE LIST | | | |
| 5/16 Adding MGs, | | | | Contract Type | | Standard | | 7887 | | | |
| | | | | Copy Group | | | | | | | |
| | | | | Division | | | | | | | |
| | | | | Reference # | | | | | | | |

SUMMARY FOR SYSCODE 7887

| | | | | | |
|------------------------|--|-------------------|---------------------------|-------------------------|--------------------------|
| Traffic Order # | 870486 | Created On | 5/14/2024 11:58:29 AM | Order Status | Traffic Updates Accepted |
| Order # | 4183942 | Created By | Kilpatrick, Ben | Syscode Gross \$ | 13428.00 |
| Order Descrp | 63182485_POL_Candidate_AMP-MBA BIDEN FOR PRESIDENT | Updated On | 5/20/2024 11:32:59 AM | Syscode Net \$ | 9668.16 |
| Client | AMP-MBA BIDEN FOR PRESIDENT-MI | Updated By | Delosreyes, MarieKristine | Syscode Units | 245 |
| Start Date | 5/13/2024 | Source | OneCONNECT | Zone Status | Traffic Updates Accepted |
| End Date | 5/26/2024 | Zones | Lansing MI Interconnect | Avg Unit Rate | 54.81 |
| # of Weeks | 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 | | Ampersa nd Politi cal Bun dle | 74 74 | Food Network | 7887 | FOOD PT | 05/15/2024 | 05/19/2024 | W-Su 7p-12m | | | X | X | X | X | X | 6 | \$160.00 | \$960.00 | 30 |
| 2 | 2 | | Ampersa nd Politi cal Bun dle | 74 74 | ESPN | 7887 | ESPN PT | 05/15/2024 | 05/19/2024 | W-Su 7p-12m | | | X | X | X | X | X | 6 | \$190.00 | \$1,140.00 | 30 |
| 3 | 3 | | Ampersa nd Politi cal Bun dle | 74 74 | Fox News Channel | 7887 | FXNC PT | 05/15/2024 | 05/19/2024 | W-Su 7p-12m | | | X | X | X | X | X | 6 | \$310.00 | \$1,860.00 | 30 |
| 4 | 4 | | Ampersa nd Politi cal Bun dle | 74 74 | TruTV | 7887 | TRU LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 5 | 5 | | Ampersa nd Politi cal Bun dle | 74 74 | The History Channel | 7887 | HIST PT | 05/15/2024 | 05/19/2024 | W-Su 7p-12m | | | X | X | X | X | X | 6 | \$130.00 | \$780.00 | 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 | 74 74 | MTV | 7887 | MTV DT | 05/20/2024 | 05/21/2024 | M-Tu 9a-4p | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 7 | 7 | | Ampersa nd Politi cal Bun dle | 74 74 | Cartoon Network | 7887 | TOON LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 4 | \$12.00 | \$48.00 | 30 |
| 8 | 8 | | Ampersa nd Politi cal Bun dle | 74 74 | Comedy Central | 7887 | CMDY LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$12.00 | \$24.00 | 30 |
| 9 | 9 | | Ampersa nd Politi cal Bun dle | 74 74 | USA | 7887 | USA LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$18.00 | \$36.00 | 30 |
| 10 | 10 | | Ampersa nd Politi cal Bun dle | 74 74 | FX | 7887 | FX LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 6 | \$8.00 | \$48.00 | 30 |
| 11 | 11 | | Ampersa nd Politi cal Bun dle | 74 74 | TNT | 7887 | TNT LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$12.00 | \$24.00 | 30 |
| 12 | 12 | | Ampersa nd Politi cal Bun dle | 74 74 | Investigation Discovery | 7887 | ID LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 8 | \$22.00 | \$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 |
|-------------|---------|--------------|--|---------------|---------------------|----------|---------|------------|------------|-------------|---|----|---|----|---|----|----|-------------|-----------|--------------|----------|
| 13 | 13 | | Amp ersa nd Politi cal Bun dle | 74 74 | SyFy | 7887 | SYFY LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 14 | 14 | | Amp ersa nd Politi cal Bun dle | 74 74 | TruTV | 7887 | TRU LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 10 | \$8.00 | \$80.00 | 30 |
| 15 | 15 | | Amp ersa nd Politi cal Bun dle | 74 74 | A&E Network | 7887 | AEN LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$10.00 | \$20.00 | 30 |
| 16 | 16 | | Amp ersa nd Politi cal Bun dle | 74 74 | TLC | 7887 | TLC LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 5 | \$8.00 | \$40.00 | 30 |
| 17 | 17 | | Amp ersa nd Politi cal Bun dle | 74 74 | A&E Network | 7887 | AEN LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 10 | \$10.00 | \$100.00 | 30 |
| 18 | 18 | | Amp ersa nd Politi cal Bun dle | 74 74 | TV Land | 7887 | TVL LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 4 | \$8.00 | \$32.00 | 30 |
| 19 | 19 | | Amp ersa nd Politi cal Bun dle | 74 74 | The Weather Channel | 7887 | TWC EM | 05/15/2024 | 05/19/2024 | W-Su 5a-9a | | | X | X | X | X | X | 15 | \$8.00 | \$120.00 | 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 | 74 74 | Nickelodeon | 7887 | NICK LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 21 | 21 | | Amp ersa nd Politi cal Bun dle | 74 74 | The History Channel | 7887 | HIST LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 22 | 22 | | Amp ersa nd Politi cal Bun dle | 74 74 | The History Channel | 7887 | HIST LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 12 | \$8.00 | \$96.00 | 30 |
| 23 | 23 | | Amp ersa nd Politi cal Bun dle | 74 74 | USA | 7887 | USA PT | 05/15/2024 | 05/19/2024 | W-Su 7p-12m | | | X | X | X | X | X | 6 | \$220.00 | \$1,320.00 | 30 |
| 24 | 24 | | Amp ersa nd Politi cal Bun dle | 74 74 | ESPN | 7887 | ESPN EF | 05/15/2024 | 05/19/2024 | W-Su 4p-7p | | | X | X | X | X | X | 6 | \$110.00 | \$660.00 | 30 |
| 25 | 25 | | Amp ersa nd Politi cal Bun dle | 74 74 | TBS | 7887 | TBSC PT | 05/15/2024 | 05/19/2024 | W-Su 7p-12m | | | X | X | X | X | X | 6 | \$170.00 | \$1,020.00 | 30 |
| 26 | 26 | | Amp ersa nd Politi cal Bun dle | 74 74 | Comedy Central | 7887 | CMDY LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 8 | \$12.00 | \$96.00 | 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 | 74 74 | Animal Planet | 7887 | APL LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 6 | \$8.00 | \$48.00 | 30 |
| 28 | 28 | | Amp ersa nd Politi cal Bun dle | 74 74 | MTV | 7887 | MTV DT | 05/15/2024 | 05/19/2024 | W-Su 9a-4p | | | X | X | X | X | X | 8 | \$8.00 | \$64.00 | 30 |
| 29 | 29 | | Amp ersa nd Politi cal Bun dle | 74 74 | Investigation Discovery | 7887 | ID LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$22.00 | \$44.00 | 30 |
| 30 | 30 | | Amp ersa nd Politi cal Bun dle | 74 74 | The Discovery Channel | 7887 | DISC LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 8 | \$12.00 | \$96.00 | 30 |
| 31 | 31 | | Amp ersa nd Politi cal Bun dle | 74 74 | SyFy | 7887 | SYFY LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 8 | \$8.00 | \$64.00 | 30 |
| 32 | 32 | | Amp ersa nd Politi cal Bun dle | 74 74 | TV Land | 7887 | TVL LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 13 | \$8.00 | \$104.00 | 30 |
| 33 | 33 | | Amp ersa nd Politi cal Bun dle | 74 74 | Nickelodeon | 7887 | NICK LF | 05/15/2024 | 05/19/2024 | 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 | Headline News | 7887 | HLN LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 35 | 35 | | Ampersa nd Politi cal Bun dle | 74 74 | TNT | 7887 | TNT PT | 05/15/2024 | 05/19/2024 | W-Su 7p-12m | | | X | X | X | X | X | 6 | \$200.00 | \$1,200.00 | 30 |
| 36 | 36 | | Ampersa nd Politi cal Bun dle | 74 74 | TBS | 7887 | TBSC EF | 05/15/2024 | 05/19/2024 | W-Su 4p-7p | | | X | X | X | X | X | 6 | \$90.00 | \$540.00 | 30 |
| 37 | 37 | | Ampersa nd Politi cal Bun dle | 74 74 | USA | 7887 | USA LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 8 | \$18.00 | \$144.00 | 30 |
| 38 | 38 | | Ampersa nd Politi cal Bun dle | 74 74 | TNT | 7887 | TNT LF | 05/15/2024 | 05/19/2024 | W-Su 12m-2a | | | X | X | X | X | X | 9 | \$12.00 | \$108.00 | 30 |
| 39 | 39 | | Ampersa nd Politi cal Bun dle | 74 74 | TLC | 7887 | TLC LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 40 | 40 | | Ampersa nd Politi cal Bun dle | 74 74 | Headline News | 7887 | HLN LF | 05/15/2024 | 05/19/2024 | 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 |
|-------------|---------|--------------|----------------------------|---------------|-----------------------|----------|---------|------------|------------|--------------|---|----|---|----|---|----|----|-------------|-----------|--------------|----------|
| 41 | 41 | | Ampersand Political Bundle | 74 74 | Fox News Channel | 7887 | FXNC EM | 05/15/2024 | 05/19/2024 | W-Su 5a-9a | | | X | X | X | X | X | 6 | \$210.00 | \$1,260.00 | 30 |
| 42 | 42 | | Ampersand Political Bundle | 74 74 | The Discovery Channel | 7887 | DISC LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$12.00 | \$24.00 | 30 |
| 43 | 43 | | Ampersand Political Bundle | 74 74 | The Weather Channel | 7887 | TWC EM | 05/20/2024 | 05/21/2024 | M-Tu 5a-9a | X | X | | | | | | 2 | \$8.00 | \$16.00 | 30 |
| 44 | 44 | | Ampersand Political Bundle | 74 74 | Cartoon Network | 7887 | TOON LF | 05/20/2024 | 05/21/2024 | M-Tu 12m-2a | X | X | | | | | | 2 | \$12.00 | \$24.00 | 30 |
| 51 | 45 | | Ampersand Political Bundle | 74 74 | Fox News Channel | 7887 | FXNC PT | 05/18/2024 | 05/19/2024 | Sa-Su 7p-12m | | | | | | X | X | 2 | \$310.00 | \$620.00 | 30 |
| 52 | 46 | | Ampersand Political Bundle | 74 74 | TNT | 7887 | TNT PT | 05/18/2024 | 05/19/2024 | Sa-Su 7p-12m | | | | | | X | X | 1 | \$200.00 | \$200.00 | 30 |

DISCLAIMER

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<https://www.effectv.com/legal/advertiser-terms-and-conditions>

Accepted and Agreed

Advertiser: _____

Name: _____

Title: _____

Authorized Acceptance: _____

Date: _____

| SUMMARY FOR ORDER # 4183942 | | | | | |
|-----------------------------|--|-------------------|---------------------------|---------------------|--------------------------|
| Traffic Order # | 870486 | # of Weeks | 2 | Active | Yes |
| Order # | 4183942 | Created On | 5/14/2024 11:58:29 AM | Order Status | Traffic Updates Accepted |
| Order Descrp | 63182485_POL_Candidate_AMP-MBA BIDEN FOR PRESIDENT | Created By | Kilpatrick, Ben | Gross \$ | 13428.00 |
| Client | AMP-MBA BIDEN FOR PRESIDENT-MI | Updated On | 5/20/2024 11:32:59 AM | Net \$ | 9668.16 |
| Start Date | 5/13/2024 | Updated By | Delosreyes, MarieKristine | Units | 245 |
| End Date | 5/26/2024 | Source | OneCONNECT | Credit Hold | No |

| | |
|---------------------------------------|--|
| ACCEPTED BY AGENCY/ ADVERTISER | |
| FINANCE | |
| DATE | |
| MGR | |
| INV | |