



<b>INVOICE NO.</b> EN5912497	<b>INVOICE DATE</b> 11/29/2020
<b>BILL CYCLE</b> 202011	<b>INVOICE DUE DATE</b> 12/27/2020

WATERFRONT STRATEGIES - NCC  
NCC MEDIA  
BLOOMFIELD, NJ 07003

## INVOICE

AGENCY	AGENCY NO.	CUSTOMER	CUSTOMER NO.
WATERFRONT STRATEGIES - NCC	WATERFRNTNCC	FUTURE FORWARD USA - NCC - PHL	P58463

ORDER NO.	MARKET	PRODUCT TYPE	COST	UNITS ORDERED	UNITS AIRED
EN12094018	Philadelphia	TV	\$161,150.00	101	101

### INVOICE NOTES

Rep Fee 13%. Philadelphia. Priority Code NP=80, IP=74, Tracked Event in SET=100,

Gross Advertising Total	\$161,150.00
Agency Commission	(\$24,172.50)
Rep Commission	(\$17,807.10)
<b>Net Advertising Total</b>	<b>\$119,170.40</b>

**Terms:** Net 30 Days  
**Mail to:** EFFECTV  
P.O. BOX 415949  
BOSTON, MA 02241-5949



<b>INVOICE NO.</b> EN5912497	<b>INVOICE DATE</b> 11/29/2020
<b>BILL CYCLE</b> 202011	<b>INVOICE DUE DATE</b> 12/27/2020

**AFFIDAVIT**

<b>Product:</b> 10271103	<b>Comcast Order No:</b> EN12094018	<b>Market:</b> Philadelphia
<b>Estimate No:</b> 9104	<b>TIM Est No:</b> 3098352	<b>Contract Type:</b> Single
<b>Campaign No:</b>	<b>AE Name:</b> NCC - PHL - WASH DC	

**Commercial Summary**

Spot ID	Title	Zone	Networks	Spots	Cost
NE1957524	FFUS2088H	PHILLY Interconnect/6500	CNN, ESPN, HALL, LIF, MNBC, TLC	16	\$17,650.00
NE1957251	FFUS2102H	PHILLY Interconnect/6500	CNN, ESPN, HALL, MNBC, TLC	10	\$32,300.00
NE1957523	FFUS2084H	PHILLY Interconnect/6500	ESPN, HALL, LIF, MNBC, TLC	8	\$8,825.00
NE1957250	FFUS2100H	PHILLY Interconnect/6500	CNN, ESPN, FXNC, HALL, LIF, TLC	8	\$8,875.00
NE1960695	FFUS2117H	PHILLY Interconnect/6500	CNN, ESPN, FXNC, HALL, LIF, MNBC, TLC	33	\$60,900.00
NE1957249	FFUS2099H	PHILLY Interconnect/6500	CNN, ESPN, HALL, LIF, MNBC, TLC	15	\$17,750.00
NE1960696	FFUS2103H	PHILLY Interconnect/6500	ESPN, FXNC, LIF, MNBC	5	\$7,525.00
NE1952232	FFUS2080H	PHILLY Interconnect/6500	CNN, ESPN, LIF	6	\$7,325.00

**Channel Summary**

Network	Zone	Spot ID	Spots	Cost
CNN	PHILLY Interconnect/6500	NE1960695	3	\$6,625.00
ESPN	PHILLY Interconnect/6500	NE1960695	2	\$19,900.00
LIF	PHILLY Interconnect/6500	NE1960695	4	\$2,550.00
CNN	PHILLY Interconnect/6500	NE1957251	1	\$1,225.00
HALL	PHILLY Interconnect/6500	NE1957251	3	\$3,300.00
HALL	PHILLY Interconnect/6500	NE1957524	1	\$475.00
LIF	PHILLY Interconnect/6500	NE1952232	3	\$3,900.00
LIF	PHILLY Interconnect/6500	NE1960696	2	\$800.00
CNN	PHILLY Interconnect/6500	NE1957249	1	\$3,375.00
ESPN	PHILLY Interconnect/6500	NE1957249	1	\$900.00
MNBC	PHILLY Interconnect/6500	NE1960695	3	\$8,825.00
TLC	PHILLY Interconnect/6500	NE1960695	11	\$9,325.00
ESPN	PHILLY Interconnect/6500	NE1952232	2	\$1,800.00
ESPN	PHILLY Interconnect/6500	NE1957250	1	\$900.00
LIF	PHILLY Interconnect/6500	NE1957524	4	\$2,575.00
TLC	PHILLY Interconnect/6500	NE1957251	3	\$1,175.00
TLC	PHILLY Interconnect/6500	NE1957524	4	\$4,750.00
ESPN	PHILLY Interconnect/6500	NE1960696	1	\$3,075.00
FXNC	PHILLY Interconnect/6500	NE1957250	1	\$1,350.00
MNBC	PHILLY Interconnect/6500	NE1957249	2	\$5,425.00
MNBC	PHILLY Interconnect/6500	NE1957524	5	\$7,325.00
TLC	PHILLY Interconnect/6500	NE1957249	2	\$850.00
ESPN	PHILLY Interconnect/6500	NE1957251	1	\$19,000.00

ESPN	PHILLY Interconnect/6500	NE1957523	2	\$1,800.00
HALL	PHILLY Interconnect/6500	NE1960695	6	\$6,500.00
LIF	PHILLY Interconnect/6500	NE1957523	3	\$2,575.00
TLC	PHILLY Interconnect/6500	NE1957250	3	\$1,525.00
TLC	PHILLY Interconnect/6500	NE1957523	1	\$425.00
CNN	PHILLY Interconnect/6500	NE1952232	1	\$1,625.00
CNN	PHILLY Interconnect/6500	NE1957250	1	\$3,375.00
FXNC	PHILLY Interconnect/6500	NE1960696	1	\$2,025.00
HALL	PHILLY Interconnect/6500	NE1957250	1	\$425.00
HALL	PHILLY Interconnect/6500	NE1957523	1	\$2,400.00
LIF	PHILLY Interconnect/6500	NE1957250	1	\$1,300.00
MNBC	PHILLY Interconnect/6500	NE1957251	2	\$7,600.00
MNBC	PHILLY Interconnect/6500	NE1957523	1	\$1,625.00
CNN	PHILLY Interconnect/6500	NE1957524	1	\$1,625.00
ESPN	PHILLY Interconnect/6500	NE1957524	1	\$900.00
FXNC	PHILLY Interconnect/6500	NE1960695	4	\$7,175.00
HALL	PHILLY Interconnect/6500	NE1957249	7	\$6,400.00
LIF	PHILLY Interconnect/6500	NE1957249	2	\$800.00
MNBC	PHILLY Interconnect/6500	NE1960696	1	\$1,625.00

Date	Net	Zone/Syscode	Time	Spot Name	Len	Line	Rate	Flag
10-27-20	CNN	PHILLY Interconnect/6500	4:53PM	FFUS2117H	30	5	\$1,625.00	
10-27-20	ESPN	PHILLY Interconnect/6500	11:18AM	FFUS2080H	30	49	\$900.00	
10-27-20	HALL	PHILLY Interconnect/6500	11:43AM	FFUS2099H	30	51	\$425.00	
10-27-20	HALL	PHILLY Interconnect/6500	9:42PM	FFUS2102H	30	52	\$2,400.00	
10-27-20	LIF	PHILLY Interconnect/6500	7:29AM	FFUS2103H	30	27	\$325.00	
10-27-20	LIF	PHILLY Interconnect/6500	11:10AM	FFUS2103H	30	53	\$475.00	
10-27-20	LIF	PHILLY Interconnect/6500	7:16PM	FFUS2088H	30	54	\$1,300.00	
10-27-20	MNBC	PHILLY Interconnect/6500	6:51AM	FFUS2088H	30	35	\$1,625.00	
10-27-20	TLC	PHILLY Interconnect/6500	6:14AM	FFUS2117H	30	42	\$325.00	
10-27-20	TLC	PHILLY Interconnect/6500	11:10AM	FFUS2102H	30	55	\$425.00	
10-27-20	TLC	PHILLY Interconnect/6500	7:14PM	FFUS2117H	30	48	\$1,875.00	
10-27-20	TLC	PHILLY Interconnect/6500	9:15PM	FFUS2088H	30	56	\$1,875.00	
10-28-20	CNN	PHILLY Interconnect/6500	9:52AM	FFUS2102H	30	3	\$1,225.00	
10-28-20	ESPN	PHILLY Interconnect/6500	12:29PM	FFUS2084H	30	49	\$900.00	
10-28-20	FXNC	PHILLY Interconnect/6500	6:50AM	FFUS2100H	30	13	\$1,350.00	
10-28-20	HALL	PHILLY Interconnect/6500	7:37AM	FFUS2102H	30	19	\$475.00	
10-28-20	HALL	PHILLY Interconnect/6500	11:47AM	FFUS2100H	30	21	\$425.00	
10-28-20	HALL	PHILLY Interconnect/6500	1:36PM	FFUS2117H	30	51	\$425.00	
10-28-20	HALL	PHILLY Interconnect/6500	3:39PM	FFUS2117H	30	51	\$425.00	
10-28-20	LIF	PHILLY Interconnect/6500	9:08AM	FFUS2099H	30	29	\$475.00	
10-28-20	LIF	PHILLY Interconnect/6500	11:14AM	FFUS2117H	30	53	\$475.00	
10-28-20	LIF	PHILLY Interconnect/6500	9:06PM	FFUS2084H	30	33	\$1,300.00	
10-28-20	MNBC	PHILLY Interconnect/6500	5:52PM	FFUS2099H	30	39	\$1,625.00	
10-28-20	TLC	PHILLY Interconnect/6500	6:15AM	FFUS2102H	30	42	\$325.00	
10-28-20	TLC	PHILLY Interconnect/6500	10:50AM	FFUS2100H	30	44	\$425.00	
10-28-20	TLC	PHILLY Interconnect/6500	11:10AM	FFUS2102H	30	55	\$425.00	
10-28-20	TLC	PHILLY Interconnect/6500	3:14PM	FFUS2117H	30	55	\$425.00	
10-28-20	TLC	PHILLY Interconnect/6500	7:16PM	FFUS2117H	30	48	\$1,875.00	
10-28-20	TLC	PHILLY Interconnect/6500	8:14PM	FFUS2117H	30	56	\$1,875.00	
10-29-20	ESPN	PHILLY Interconnect/6500	9:25AM	FFUS2084H	30	9	\$900.00	
10-29-20	ESPN	PHILLY Interconnect/6500	12:29PM	FFUS2088H	30	49	\$900.00	
10-29-20	HALL	PHILLY Interconnect/6500	3:41PM	FFUS2099H	30	51	\$425.00	
10-29-20	LIF	PHILLY Interconnect/6500	9:12PM	FFUS2100H	30	54	\$1,300.00	
10-29-20	MNBC	PHILLY Interconnect/6500	9:49AM	FFUS2117H	30	37	\$1,225.00	
10-29-20	MNBC	PHILLY Interconnect/6500	4:59PM	FFUS2088H	30	39	\$1,625.00	

Date	Net	Zone/Syscode	Time	Spot Name	Len	Line	Rate	Flag
10-29-20	TLC	PHILLY Interconnect/6500	9:17AM	FFUS2099H	30	44	\$425.00	
10-29-20	TLC	PHILLY Interconnect/6500	12:11PM	FFUS2117H	30	55	\$425.00	
10-29-20	TLC	PHILLY Interconnect/6500	4:13PM	FFUS2117H	30	46	\$675.00	
10-30-20	CNN	PHILLY Interconnect/6500	8:38AM	FFUS2080H	30	1	\$1,625.00	
10-30-20	ESPN	PHILLY Interconnect/6500	9:24AM	FFUS2080H	30	49	\$900.00	
10-30-20	FXNC	PHILLY Interconnect/6500	10:53AM	FFUS2117H	30	15	\$1,225.00	
10-30-20	HALL	PHILLY Interconnect/6500	9:40AM	FFUS2117H	30	51	\$425.00	
10-30-20	HALL	PHILLY Interconnect/6500	7:38PM	FFUS2099H	30	25	\$2,400.00	
10-30-20	LIF	PHILLY Interconnect/6500	10:18AM	FFUS2088H	30	53	\$475.00	
10-30-20	LIF	PHILLY Interconnect/6500	4:21PM	FFUS2084H	30	31	\$800.00	
10-30-20	LIF	PHILLY Interconnect/6500	7:16PM	FFUS2080H	30	33	\$1,300.00	
10-30-20	LIF	PHILLY Interconnect/6500	8:20PM	FFUS2080H	30	54	\$1,300.00	
10-30-20	MNBC	PHILLY Interconnect/6500	9:44AM	FFUS2088H	30	37	\$1,225.00	
10-30-20	MNBC	PHILLY Interconnect/6500	9:54PM	FFUS2102H	30	41	\$3,800.00	
10-30-20	TLC	PHILLY Interconnect/6500	10:53AM	FFUS2100H	30	55	\$425.00	
10-30-20	TLC	PHILLY Interconnect/6500	6:18PM	FFUS2117H	30	46	\$675.00	
10-30-20	TLC	PHILLY Interconnect/6500	7:14PM	FFUS2088H	30	56	\$1,875.00	
10-31-20	CNN	PHILLY Interconnect/6500	7:54AM	FFUS2117H	30	58	\$1,625.00	
10-31-20	CNN	PHILLY Interconnect/6500	7:54PM	FFUS2100H	30	59	\$3,375.00	
10-31-20	CNN	PHILLY Interconnect/6500	8:46PM	FFUS2117H	30	59	\$3,375.00	
10-31-20	ESPN	PHILLY Interconnect/6500	12:33PM	FFUS2099H	30	49	\$900.00	
10-31-20	HALL	PHILLY Interconnect/6500	1:33PM	FFUS2099H	30	51	\$425.00	
10-31-20	HALL	PHILLY Interconnect/6500	5:37PM	FFUS2099H	30	23	\$1,150.00	
10-31-20	HALL	PHILLY Interconnect/6500	7:39PM	FFUS2117H	30	52	\$2,400.00	
10-31-20	HALL	PHILLY Interconnect/6500	9:36PM	FFUS2084H	30	52	\$2,400.00	
10-31-20	LIF	PHILLY Interconnect/6500	7:29AM	FFUS2088H	30	27	\$325.00	
10-31-20	LIF	PHILLY Interconnect/6500	10:29AM	FFUS2088H	30	53	\$475.00	
10-31-20	MNBC	PHILLY Interconnect/6500	7:39AM	FFUS2088H	30	35	\$1,625.00	
10-31-20	MNBC	PHILLY Interconnect/6500	8:40AM	FFUS2103H	30	57	\$1,625.00	
10-31-20	MNBC	PHILLY Interconnect/6500	9:39PM	FFUS2117H	30	60	\$3,800.00	
10-31-20	TLC	PHILLY Interconnect/6500	6:11AM	FFUS2117H	30	42	\$325.00	
10-31-20	TLC	PHILLY Interconnect/6500	10:54AM	FFUS2117H	30	44	\$425.00	
10-31-20	TLC	PHILLY Interconnect/6500	11:11AM	FFUS2117H	30	55	\$425.00	
10-31-20	TLC	PHILLY Interconnect/6500	4:15PM	FFUS2100H	30	46	\$675.00	
11-1-20	CNN	PHILLY Interconnect/6500	7:52AM	FFUS2088H	30	58	\$1,625.00	
11-1-20	CNN	PHILLY Interconnect/6500	11:36PM	FFUS2099H	30	59	\$3,375.00	
11-1-20	ESPN	PHILLY Interconnect/6500	1:26PM	FFUS2100H	30	49	\$900.00	
11-1-20	ESPN	PHILLY Interconnect/6500	8:24PM	FFUS2103H	30	50	\$3,075.00	
11-1-20	FXNC	PHILLY Interconnect/6500	5:43PM	FFUS2103H	30	17	\$2,025.00	
11-1-20	FXNC	PHILLY Interconnect/6500	10:48PM	FFUS2117H	30	18	\$3,375.00	
11-1-20	HALL	PHILLY Interconnect/6500	9:42AM	FFUS2099H	30	21	\$425.00	
11-1-20	HALL	PHILLY Interconnect/6500	11:35AM	FFUS2102H	30	51	\$425.00	
11-1-20	LIF	PHILLY Interconnect/6500	10:20AM	FFUS2084H	30	29	\$475.00	
11-1-20	LIF	PHILLY Interconnect/6500	4:21PM	FFUS2117H	30	31	\$800.00	
11-1-20	MNBC	PHILLY Interconnect/6500	7:40AM	FFUS2084H	30	57	\$1,625.00	
11-1-20	MNBC	PHILLY Interconnect/6500	7:58PM	FFUS2099H	30	41	\$3,800.00	
11-1-20	MNBC	PHILLY Interconnect/6500	10:59PM	FFUS2117H	30	60	\$3,800.00	
11-1-20	MNBC	PHILLY Interconnect/6500	11:48PM	FFUS2102H	30	60	\$3,800.00	
11-1-20	TLC	PHILLY Interconnect/6500	12:18PM	FFUS2084H	30	55	\$425.00	
11-2-20	ESPN	PHILLY Interconnect/6500	12:29PM	FFUS2117H	30	10	\$900.00	
11-2-20	ESPN	PHILLY Interconnect/6500	8:34PM	FFUS2102H	30	61	\$19,000.00	
11-2-20	ESPN	PHILLY Interconnect/6500	10:07PM	FFUS2117H	30	61	\$19,000.00	
11-2-20	FXNC	PHILLY Interconnect/6500	6:51AM	FFUS2117H	30	14	\$1,350.00	
11-2-20	FXNC	PHILLY Interconnect/6500	10:51AM	FFUS2117H	30	16	\$1,225.00	
11-2-20	HALL	PHILLY Interconnect/6500	7:35AM	FFUS2088H	30	20	\$475.00	
11-2-20	HALL	PHILLY Interconnect/6500	1:39PM	FFUS2117H	30	22	\$425.00	

Date	Net	Zone/Syscode	Time	Spot Name	Len	Line	Rate	Flag
11-2-20	HALL	PHILLY Interconnect/6500	5:41PM	FFUS2099H	30	24	\$1,150.00	
11-2-20	HALL	PHILLY Interconnect/6500	9:37PM	FFUS2117H	30	26	\$2,400.00	
11-2-20	LIF	PHILLY Interconnect/6500	7:29AM	FFUS2099H	30	28	\$325.00	
11-2-20	LIF	PHILLY Interconnect/6500	10:21AM	FFUS2117H	30	30	\$475.00	
11-2-20	LIF	PHILLY Interconnect/6500	5:17PM	FFUS2117H	30	32	\$800.00	
11-2-20	LIF	PHILLY Interconnect/6500	7:14PM	FFUS2080H	30	34	\$1,300.00	
11-2-20	MNBC	PHILLY Interconnect/6500	9:42AM	FFUS2088H	30	38	\$1,225.00	
11-2-20	TLC	PHILLY Interconnect/6500	6:20AM	FFUS2088H	30	43	\$325.00	
11-2-20	TLC	PHILLY Interconnect/6500	11:11AM	FFUS2099H	30	45	\$425.00	
11-2-20	TLC	PHILLY Interconnect/6500	4:18PM	FFUS2088H	30	47	\$675.00	

**Order# EN12094018 Total: \$161,150.00**



**INVOICE NO.**

EN5912497

**BILL CYCLE**

202011

**BILL TO**

WATERFRONT STRATEGIES - NCC  
NCC MEDIA  
BLOOMFIELD, NJ 07003

## REMITTANCE

Please return this document with your payment

AGENCY	AGENCY NO.	CUSTOMER	CUSTOMER NO.
WATERFRONT STRATEGIES - NCC	WATERFRNTNCC	FUTURE FORWARD USA - NCC - PHL	P58463

**Terms:** Net 30 Days

**Phone:** 866-531-1721

**Mail to:** EFFECTV  
P.O. BOX 415949

**Note:**

BOSTON, MA 02241-5949

**Special Note:** For support or questions please contact [effectvclientcare@comcast.com](mailto:effectvclientcare@comcast.com)

**Net Balance Due**

**\$119,170.40**

We accept checks, ACH, money orders and all major credit cards.