

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3132386

Traffic Order #		11434317,11434316		Created On	10/9/2020 3:30:30 PM	Order Status	Contract Confirmed
Order #		3132386		Created By	NCC_Gateway_User	Gross \$	26350.00
Order Descrp		62829253_POL_Candidate_Ferguson for Attorney		Updated On	10/9/2020 4:56:59 PM	Net \$	18972.00
Client		FERGUSON WA ATTORNEY		Updated By	Smith, Brogan	Units	160
Start Date		10/12/2020		Industry	Political-State-Local	Credit Hold	NO
End Date		10/18/2020		REFERENCES			
# of Weeks		1		Primary		BILLING INFORMATION	
SALES				Secondary		Purchase Order #	62829253
ActiveWeeks	1			Tertiary		Billing Schedule	Broadcast
AE 1	NCC - SEA - WASH DC			Quarternary		EDI INFORMATION	
AE 2				TRAFFIC OPTIONS			
Agency	SCREEN STRATEGIES MEDIA - NCC WN	15.00%		Address 1	NCC MEDIA		
RepFirm	NCC	13.00%		Address 2			
Copy Instr ID				City, State, Zip	BLOOMFIELD, NJ		
Total Zones	2			Zip	07003		
Zones	Seattle DISH - I+,Seattle Interconnec...			Contact			
Total Networks	2			Phone	111-111-1111		
GENERAL COMMENTS				Avail Tag			
				Contract Type	Standard		
				Copy Group			
				Division			
				Reference #			
ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS							
SEATTLE, Priority NP=80, IP=74 see key on FCC site for zone/network information							
SYSCODE LIST							
9829,6156							

SUMMARY FOR SYSCODE 6156

Traffic Order #	11434317	Created On	10/9/2020 3:30:30 PM	Order Status	Contract Confirmed
Order #	3132386	Created By	NCC_Gateway_User	Syscode Gross \$	23950.00
Order Descrp	62829253_POL_Candidate_Ferguson for Attorney	Updated On	10/9/2020 4:43:38 PM	Syscode Net \$	17244.00
Client	FERGUSON WA ATTORNEY GENERAL-AMP-SEA	Updated By	Smith, Brogan	Syscode Units	80
Start Date	10/12/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	10/18/2020	Zones	Seattle Interconnect	Avg Unit Rate	299.38
# of Weeks	1				

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
9	1		Amp ersa nd Politi cal Bun dle	80 80	CNN	6156	CNN Morning	10/12/2020	10/16/2020	M-F 5a-9a	X	X	X	X	X			10	\$125.00	\$1,250.00	30
10	2		Amp ersa nd Politi cal Bun dle	80 80	CNN	6156	CNN DAYTIME	10/12/2020	10/16/2020	M-F 9a-4p	X	X	X	X	X			10	\$150.00	\$1,500.00	30
11	3		Amp ersa nd Politi cal Bun dle	80 80	CNN	6156	CNN Access	10/12/2020	10/16/2020	M-F 4p-7p	X	X	X	X	X			10	\$565.00	\$5,650.00	30
12	4		Amp ersa nd Politi cal Bun dle	80 80	CNN	6156	CNN Prime	10/12/2020	10/16/2020	M-F 7p-12m	X	X	X	X	X			10	\$375.00	\$3,750.00	30
13	5		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	6156	MSNBC Morning	10/12/2020	10/16/2020	M-F 5a-9a	X	X	X	X	X			10	\$150.00	\$1,500.00	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
14	6		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	6156	MSNBC Daytime	10/12/2020	10/16/2020	M-F 9a-4p	X	X	X	X	X			10	\$90.00	\$900.00	30
15	7		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	6156	MSNBC Access	10/12/2020	10/16/2020	M-F 4p-7p	X	X	X	X	X			10	\$565.00	\$5,650.00	30
16	8		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	6156	MSNBC Prime	10/12/2020	10/16/2020	M-F 7p-12m	X	X	X	X	X			10	\$375.00	\$3,750.00	30

SUMMARY FOR SYSCODE 9829

Traffic Order #	11434316	Created On	10/9/2020 3:30:30 PM	Order Status	Contract Confirmed
Order #	3132386	Created By	NCC_Gateway_User	Syscode Gross \$	2400.00
Order Descrp	62829253_POL_Candidate_Ferguson for Attorney	Updated On	10/9/2020 4:43:38 PM	Syscode Net \$	1728.00
Client	FERGUSON WA ATTORNEY GENERAL-AMP-SEA	Updated By	Smith, Brogan	Syscode Units	80
Start Date	10/12/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	10/18/2020	Zones	Seattle DISH - I+	Avg Unit Rate	30.00
# of Weeks	1				

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	80 80	CNN	9829	CNN Morning	10/12/2020	10/16/2020	M-F 5a-9a	X	X	X	X	X			10	\$15.00	\$150.00	30
2	2		Amp ersa nd Politi cal Bun dle	80 80	CNN	9829	CNN DAYTIME	10/12/2020	10/16/2020	M-F 9a-4p	X	X	X	X	X			10	\$25.00	\$250.00	30
3	3		Amp ersa nd Politi cal Bun dle	80 80	CNN	9829	CNN Access	10/12/2020	10/16/2020	M-F 4p-7p	X	X	X	X	X			10	\$40.00	\$400.00	30
4	4		Amp ersa nd Politi cal Bun dle	80 80	CNN	9829	CNN Prime	10/12/2020	10/16/2020	M-F 7p-12m	X	X	X	X	X			10	\$40.00	\$400.00	30
5	5		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	9829	MSNBC Morning	10/12/2020	10/16/2020	M-F 5a-9a	X	X	X	X	X			10	\$15.00	\$150.00	30

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6	6		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	9829	MSNBC Daytime	10/12/2020	10/16/2020	M-F 9a-4p	X	X	X	X	X			10	\$25.00	\$250.00	30
7	7		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	9829	MSNBC Access	10/12/2020	10/16/2020	M-F 4p-7p	X	X	X	X	X			10	\$40.00	\$400.00	30
8	8		Amp ersa nd Politi cal Bun dle	80 80	MSNBC	9829	MSNBC Prime	10/12/2020	10/16/2020	M-F 7p-12m	X	X	X	X	X			10	\$40.00	\$400.00	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: _____

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Order #	3132386	Created On	10/9/2020 3:30:30 PM	Order Status	Contract Confirmed
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Start Date	10/12/2020	Updated By	Smith, Brogan	Units	160
End Date	10/18/2020	Source	Gateway	Credit Hold	No

ACCEPTED BY AGENCY/ ADVERTISER	
FINANCE	
DATE	
MGR	
INV	