

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3151513

|                         |                                  |   |              |                         |                       |   |                    |
|-------------------------|----------------------------------|---|--------------|-------------------------|-----------------------|---|--------------------|
| <b>Traffic Order #</b>  |                                  | 11436675                                    |              | <b>Created On</b>       | 10/30/2020 9:01:39 AM | <b>Order Status</b>   | Contract Confirmed |
| <b>Order #</b>          |                                  | 3151513                                     |              | <b>Created By</b>       | NCC_Gateway_User      | <b>Gross \$</b>   | 9750.00            |
| <b>Order Descrp</b>     |                                  | 62842264_POL_Candidate_Insllee for Governor |              | <b>Updated On</b>       | 10/30/2020 2:58:45 PM | <b>Net \$</b>   | 7020.00            |
| <b>Client</b>           |                                  | INSLEE FOR WA GOVERNOR 2020 -               |              | <b>Updated By</b>       | Frechette, Laurie     | <b>Units</b>  | 33                 |
| <b>Start Date</b>       |                                  | 10/31/2020                                  |              | <b>Industry</b>         | Political-State-Local | <b>Credit Hold</b>  | NO                 |
| <b>End Date</b>         |                                  | 11/2/2020                                   |              | <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>   | 62842264           |
| <b>ActiveWeeks</b>      | 2                                |   |              | <b>Tertiary</b>         |                       | <b>Billing Schedule</b>   | EndOfFlight        |
| <b>AE 1</b>             | NCC - SEA - WASH DC              |   |              | <b>Quarternary</b>      |                       | <b>EDI INFORMATION</b>  |                    |
| <b>AE 2</b>             |                                  |   |              | <b>TRAFFIC OPTIONS</b>  |                       |   |                    |
| <b>Agency</b>           | SCREEN STRATEGIES MEDIA - NCC WN | 15.00%                                      |              | <b>Address 1</b>        | NCC MEDIA             | <b>Product</b>  |                    |
| <b>RepFirm</b>          | NCC                              | 13.00%                                      |              | <b>Address 2</b>        |                       | <b>Estimate</b>   | 6928               |
| <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>            | Seattle Interconnect             |   |              | <b>Contact</b>          |                       | SEATTLE, Priority NP=80, IP=74 see key on FCC site for zone/network information |                    |
| <b>Total Networks</b>   | 6                                |   | <b>Phone</b> | 111-111-1111            |                       |   |                    |
| <b>GENERAL COMMENTS</b> |                                  |   |              | <b>Avail Tag</b>        |                       |   |                    |
|                         |                                  |   |              | <b>Contract Type</b>    | Standard              |   |                    |
|                         |                                  |   |              | <b>Copy Group</b>       |                       |   |                    |
|                         |                                  |   |              | <b>Division</b>         |                       |   |                    |
|                         |                                  |   |              | <b>Reference #</b>      |                       |   |                    |
|                         |                                  |   |              | <b>SYSCODE LIST</b>     |                       |   |                    |
|                         |                                  |   |              | 6156                    |                       |   |                    |

**SUMMARY FOR SYSCODE 6156**

|                        |  |                   |                       |                         |                    |
|------------------------|--|-------------------|-----------------------|-------------------------|--------------------|
| <b>Traffic Order #</b> | 11436675                                   | <b>Created On</b> | 10/30/2020 9:01:39 AM | <b>Order Status</b>     | Contract Confirmed |
| <b>Order #</b>         | 3151513                                    | <b>Created By</b> | NCC_Gateway_User      | <b>Syscode Gross \$</b> | 9750.00            |
| <b>Order Descrp</b>    | 62842264_POL_Candidate_Inslee for Governor | <b>Updated On</b> | 10/30/2020 2:57:35 PM | <b>Syscode Net \$</b>   | 7020.00            |
| <b>Client</b>          | INSLEE FOR WA GOVERNOR 2020 - AMP - SEA    | <b>Updated By</b> | Frechette, Laurie     | <b>Syscode Units</b>    | 33                 |
| <b>Start Date</b>      | 10/31/2020                                 | <b>Source</b>     | Gateway               | <b>Zone Status</b>      | Contract Confirmed |
| <b>End Date</b>        | 11/2/2020                                  | <b>Zones</b>      | Seattle Interconnect  | <b>Avg Unit Rate</b>    | 295.45             |
| <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<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Food Network     | 6156     | DAYTIME | 10/31/2020 | 11/01/2020 | Sa-Su 9a-4p  |   |    |   |    |   | X  | X  | 3           | \$115.00  | \$345.00     | 30       |
| 2           | 2       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Food Network     | 6156     | DAYTIME | 11/02/2020 | 11/02/2020 | M 9a-4p      | X |    |   |    |   |    |    | 1           | \$115.00  | \$115.00     | 30       |
| 3           | 3       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Food Network     | 6156     | Prime   | 10/31/2020 | 11/01/2020 | Sa-Su 7p-12m |   |    |   |    |   | X  | X  | 2           | \$740.00  | \$1,480.00   | 30       |
| 4           | 4       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Food Network     | 6156     | Prime   | 11/02/2020 | 11/02/2020 | M 7p-12m     | X |    |   |    |   |    |    | 1           | \$740.00  | \$740.00     | 30       |
| 5           | 5       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Hallmark Channel | 6156     | DAYTIME | 10/31/2020 | 11/01/2020 | Sa-Su 9a-4p  |   |    |   |    |   | X  | X  | 3           | \$50.00   | \$150.00     | 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       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Hallmark<br>Channel    | 6156     | DAYTIME | 11/02/2020 | 11/02/2020 | M 9a-4p      | X |    |   |    |   |    |    | 1           | \$50.00   | \$50.00      | 30       |
| 7           | 7       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | HGTV                   | 6156     | DAYTIME | 10/31/2020 | 11/01/2020 | Sa-Su 9a-4p  |   |    |   |    |   | X  | X  | 2           | \$125.00  | \$250.00     | 30       |
| 8           | 8       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | HGTV                   | 6156     | DAYTIME | 11/02/2020 | 11/02/2020 | M 9a-4p      | X |    |   |    |   |    |    | 1           | \$125.00  | \$125.00     | 30       |
| 9           | 9       |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | HGTV                   | 6156     | Prime   | 10/31/2020 | 11/01/2020 | Sa-Su 7p-12m |   |    |   |    |   | X  | X  | 2           | \$875.00  | \$1,750.00   | 30       |
| 10          | 10      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | HGTV                   | 6156     | Prime   | 11/02/2020 | 11/02/2020 | M 7p-12m     | X |    |   |    |   |    |    | 1           | \$875.00  | \$875.00     | 30       |
| 11          | 11      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | The History<br>Channel | 6156     | DAYTIME | 10/31/2020 | 11/01/2020 | Sa-Su 4p-7p  |   |    |   |    |   | X  | X  | 1           | \$345.00  | \$345.00     | 30       |
| 12          | 12      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | The History<br>Channel | 6156     | DAYTIME | 11/02/2020 | 11/02/2020 | M 4p-7p      | X |    |   |    |   |    |    | 1           | \$345.00  | \$345.00     | 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<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | The History Channel | 6156     | Prime   | 10/31/2020 | 11/01/2020 | Sa-Su 7p-12m |   |    |   |    |   | X  | X  | 2           | \$655.00  | \$1,310.00   | 30       |
| 14          | 14      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | The History Channel | 6156     | Prime   | 11/02/2020 | 11/02/2020 | M 7p-12m     | X |    |   |    |   |    |    | 1           | \$655.00  | \$655.00     | 30       |
| 15          | 15      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Lifetime            | 6156     | DAYTIME | 10/31/2020 | 11/01/2020 | Sa-Su 9a-4p  |   |    |   |    |   | X  | X  | 3           | \$55.00   | \$165.00     | 30       |
| 16          | 16      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Lifetime            | 6156     | DAYTIME | 11/02/2020 | 11/02/2020 | M 9a-4p      | X |    |   |    |   |    |    | 1           | \$55.00   | \$55.00      | 30       |
| 17          | 17      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Lifetime            | 6156     | Prime   | 10/31/2020 | 11/01/2020 | Sa-Su 7p-12m |   |    |   |    |   | X  | X  | 2           | \$145.00  | \$290.00     | 30       |
| 18          | 18      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | Lifetime            | 6156     | Prime   | 11/02/2020 | 11/02/2020 | M 7p-12m     | X |    |   |    |   |    |    | 1           | \$145.00  | \$145.00     | 30       |
| 19          | 19      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | TLC                 | 6156     | DAYTIME | 10/31/2020 | 11/01/2020 | Sa-Su 9a-4p  |   |    |   |    |   | X  | X  | 1           | \$40.00   | \$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 |
|-------------|---------|--------------|--|---------------|---------|----------|---------|------------|------------|--------------|---|----|---|----|---|----|----|-------------|-----------|--------------|----------|
| 20          | 20      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | TLC     | 6156     | DAYTIME | 11/02/2020 | 11/02/2020 | M 9a-4p      | X |    |   |    |   |    |    | 1           | \$40.00   | \$40.00      | 30       |
| 21          | 21      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | TLC     | 6156     | Prime   | 10/31/2020 | 11/01/2020 | Sa-Su 7p-12m |   |    |   |    |   | X  | X  | 1           | \$240.00  | \$240.00     | 30       |
| 22          | 22      |              | Amp<br>ersa<br>nd<br>Politi<br>cal<br>Bun<br>dle | 80   80       | TLC     | 6156     | Prime   | 11/02/2020 | 11/02/2020 | M 7p-12m     | X |    |   |    |   |    |    | 1           | \$240.00  | \$240.00     | 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 # 3151513**

|                        |  |                   |                       |                     |                    |
|------------------------|--|-------------------|-----------------------|---------------------|--------------------|
| <b>Traffic Order #</b> | 11436675                                   | <b># of Weeks</b> | 2                     | <b>Active</b>       | Yes                |
| <b>Order #</b>         | 3151513                                    | <b>Created On</b> | 10/30/2020 9:01:39 AM | <b>Order Status</b> | Contract Confirmed |
| <b>Order Descrp</b>    | 62842264_POL_Candidate_Inslee for Governor | <b>Created By</b> | NCC_Gateway_User      | <b>Gross \$</b>     | 9750.00            |
| <b>Client</b>          | INSLEE FOR WA GOVERNOR 2020 - AMP -        | <b>Updated On</b> | 10/30/2020 2:58:45 PM | <b>Net \$</b>       | 7020.00            |
| <b>Start Date</b>      | 10/31/2020                                 | <b>Updated By</b> | Frechette, Laurie     | <b>Units</b>        | 33                 |
| <b>End Date</b>        | 11/2/2020                                  | <b>Source</b>     | Gateway               | <b>Credit Hold</b>  | No                 |

|                                       |  |
|---------------------------------------|--|
| <b>ACCEPTED BY AGENCY/ ADVERTISER</b> |  |
| <b>FINANCE</b>                        |  |
| <b>DATE</b>                           |  |
| <b>MGR</b>                            |  |
| <b>INV</b>                            |  |