

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3021401

<b>Traffic Order #</b>		11421922,11421921		<b>Created On</b>	5/27/2020 12:54:16 PM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>		3021401		<b>Created By</b>	NCC_Gateway_User	<b>Gross \$</b>	21573.00
<b>Order Descrp</b>		62763933_POL-Issue-Natl Tax		<b>Updated On</b>	5/27/2020 4:08:41 PM	<b>Net \$</b>	15532.56
<b>Client</b>		NATIONAL TAXPAYERS UNION - NCC -		<b>Updated By</b>	Carnes, Hannah	<b>Units</b>	180
<b>Start Date</b>		5/25/2020		<b>Industry</b>	Political-Association	<b>Credit Hold</b>	NO
<b>End Date</b>		6/7/2020		<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>	62763933
<b>ActiveWeeks</b>	2			<b>Tertiary</b>		<b>Billing Schedule</b>	EndOfFlight
<b>AE 1</b>	NCC - POR - NEW YORK			<b>Quarternary</b>		<b>EDI INFORMATION</b>	
<b>AE 2</b>				<b>TRAFFIC OPTIONS</b>			
<b>Agency</b>	ACTIVE MEDIA SERVICES -	15.00%		<b>Address 1</b>	NCC MEDIA	<b>Product</b>	
	NCC NW			<b>Address 2</b>		<b>Estimate</b>	2003
<b>RepFirm</b>	NCC	13.00%		<b>City, State, Zip</b>	BLOOMFIELD, NJ	<b>Submit EDI Invoice?</b>	Submit EDI Invoice
<b>Copy Instr ID</b>				<b>Zip</b>	07003	<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>	
<b>Total Zones</b>	2			<b>Contact</b>		Portland Market 7959/9763 Priority code NCR 74 OOW See Key for zone/network information	
<b>Zones</b>	Portland DISH - I+,Portland Interconn...			<b>Phone</b>	111-111-1111		
<b>Total Networks</b>	3			<b>Avail Tag</b>			
<b>GENERAL COMMENTS</b>				<b>Contract Type</b>	Standard		
				<b>Copy Group</b>		<b>SYSCODE LIST</b>	
				<b>Division</b>		9763,7959	
				<b>Reference #</b>	2003		

**SUMMARY FOR SYSCODE 7959**

<b>Traffic Order #</b>	11421922	<b>Created On</b>	5/27/2020 12:54:16 PM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>	3021401	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	19305.00
<b>Order Descrp</b>	62763933_POL-Issue-Natl Tax	<b>Updated On</b>	5/27/2020 3:57:38 PM	<b>Syscode Net \$</b>	13899.60
<b>Client</b>	NATIONAL TAXPAYERS UNION - NCC - POR	<b>Updated By</b>	Gray, Sarah	<b>Syscode Units</b>	90
<b>Start Date</b>	5/25/2020	<b>Source</b>	Gateway	<b>Zone Status</b>	Revision Confirmed
<b>End Date</b>	6/7/2020	<b>Zones</b>	Portland Interconnect	<b>Avg Unit Rate</b>	214.50
<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			National Political Bundle	74   74	CNN	7959	VARIOUS	05/25/2020	05/31/2020	M-Su 5a-9a	X	X	X	X	X	X	X	0	\$135.00	\$0.00	30
2	1		National Political Bundle	74   74	CNN	7959	VARIOUS	06/01/2020	06/07/2020	M-Su 5a-9a	X	X	X	X	X	X	X	3	\$135.00	\$405.00	30
3			National Political Bundle	74   74	CNN	7959	SITUATION ROOM WITH WOLF BLITZER	05/25/2020	05/31/2020	M-Su 9a-4p	X	X	X	X	X	X	X	0	\$75.00	\$0.00	30
4	2		National Political Bundle	74   74	CNN	7959	SITUATION ROOM WITH WOLF BLITZER	06/01/2020	06/07/2020	M-Su 9a-4p	X	X	X	X	X	X	X	8	\$75.00	\$600.00	30
5			National Political Bundle	74   74	CNN	7959	Anderson Cooper 360, Cuomo Prime Time	05/25/2020	05/31/2020	M-Su 4p-7p	X	X	X	X	X	X	X	0	\$330.00	\$0.00	30
6	3		National Political Bundle	74   74	CNN	7959	Anderson Cooper 360, Cuomo Prime Time	06/01/2020	06/07/2020	M-Su 4p-7p	X	X	X	X	X	X	X	5	\$330.00	\$1,650.00	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
7			National Political Bundle	74   74	CNN	7959	VARIOUS	05/25/2020	05/31/2020	M-Su 7p-12m	X	X	X	X	X	X	X	0	\$345.00	\$0.00	30
8	4		National Political Bundle	74   74	CNN	7959	VARIOUS	06/01/2020	06/07/2020	M-Su 7p-12m	X	X	X	X	X	X	X	10	\$345.00	\$3,450.00	30
9	5		National Political Bundle	74   74	CNN	7959	VARIOUS	05/28/2020	05/31/2020	Th-Su 5a-9a				X	X	X	X	2	\$135.00	\$270.00	30
10			National Political Bundle	74   74	CNN	7959	VARIOUS	06/04/2020	06/07/2020	Th-Su 5a-9a				X	X	X	X	0	\$135.00	\$0.00	30
11	6		National Political Bundle	74   74	CNN	7959	CNN NEWSROOM<	05/28/2020	05/31/2020	Th-Su 9a-4p				X	X	X	X	5	\$75.00	\$375.00	30
12			National Political Bundle	74   74	CNN	7959	CNN NEWSROOM<	06/04/2020	06/07/2020	Th-Su 9a-4p				X	X	X	X	0	\$75.00	\$0.00	30
13	7		National Political Bundle	74   74	CNN	7959	Anderson Cooper 360, Cuomo Prime Time	05/28/2020	05/31/2020	Th-Su 4p-7p				X	X	X	X	2	\$330.00	\$660.00	30
14			National Political Bundle	74   74	CNN	7959	Anderson Cooper 360, Cuomo Prime Time	06/04/2020	06/07/2020	Th-Su 4p-7p				X	X	X	X	0	\$330.00	\$0.00	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
15	8		National Political Bundle	74   74	CNN	7959	VARIOUS	05/28/2020	05/31/2020	Th-Su 7p-12m				X	X	X	X	3	\$345.00	\$1,035.00	30
16			National Political Bundle	74   74	CNN	7959	VARIOUS	06/04/2020	06/07/2020	Th-Su 7p-12m				X	X	X	X	0	\$345.00	\$0.00	30
17			National Political Bundle	74   74	Fox News Channel	7959	AMERICAS NEWSR<	05/25/2020	05/31/2020	M-Su 5a-9a	X	X	X	X	X	X	X	0	\$135.00	\$0.00	30
18	9		National Political Bundle	74   74	Fox News Channel	7959	AMERICAS NEWSR<	06/01/2020	06/07/2020	M-Su 5a-9a	X	X	X	X	X	X	X	3	\$135.00	\$405.00	30
19			National Political Bundle	74   74	Fox News Channel	7959	FIVE, THE	05/25/2020	05/31/2020	M-Su 9a-4p	X	X	X	X	X	X	X	0	\$75.00	\$0.00	30
20	10		National Political Bundle	74   74	Fox News Channel	7959	FIVE, THE	06/01/2020	06/07/2020	M-Su 9a-4p	X	X	X	X	X	X	X	8	\$75.00	\$600.00	30
21			National Political Bundle	74   74	Fox News Channel	7959	Tucker Carlson Tonight, Hannity	05/25/2020	05/31/2020	M-Su 4p-7p	X	X	X	X	X	X	X	0	\$330.00	\$0.00	30
22	11		National Political Bundle	74   74	Fox News Channel	7959	Tucker Carlson Tonight, Hannity	06/01/2020	06/07/2020	M-Su 4p-7p	X	X	X	X	X	X	X	4	\$330.00	\$1,320.00	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
23			National Political Bundle	74   74	Fox News Channel	7959	VARIOUS	05/25/2020	05/31/2020	M-Su 7p-12m	X	X	X	X	X	X	X	0	\$345.00	\$0.00	30
24	12		National Political Bundle	74   74	Fox News Channel	7959	VARIOUS	06/01/2020	06/07/2020	M-Su 7p-12m	X	X	X	X	X	X	X	11	\$345.00	\$3,795.00	30
25	13		National Political Bundle	74   74	Fox News Channel	7959	VARIOUS	05/28/2020	05/31/2020	Th-Su 5a-9a				X	X	X	X	2	\$135.00	\$270.00	30
26			National Political Bundle	74   74	Fox News Channel	7959	VARIOUS	06/04/2020	06/07/2020	Th-Su 5a-9a				X	X	X	X	0	\$135.00	\$0.00	30
27	14		National Political Bundle	74   74	Fox News Channel	7959	FIVE, THE	05/28/2020	05/31/2020	Th-Su 9a-4p				X	X	X	X	5	\$75.00	\$375.00	30
28			National Political Bundle	74   74	Fox News Channel	7959	FIVE, THE	06/04/2020	06/07/2020	Th-Su 9a-4p				X	X	X	X	0	\$75.00	\$0.00	30
29	15		National Political Bundle	74   74	Fox News Channel	7959	HANNITY, TUCKER CARLSON TONIGHT	05/28/2020	05/31/2020	Th-Su 4p-7p				X	X	X	X	2	\$330.00	\$660.00	30
30			National Political Bundle	74   74	Fox News Channel	7959	HANNITY, TUCKER CARLSON TONIGHT	06/04/2020	06/07/2020	Th-Su 4p-7p				X	X	X	X	0	\$330.00	\$0.00	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
31	16		National Political Bundle	74   74	Fox News Channel	7959	VARIOUS	05/28/2020	05/31/2020	Th-Su 7p-12m				X	X	X	X	3	\$345.00	\$1,035.00	30
32			National Political Bundle	74   74	Fox News Channel	7959	VARIOUS	06/04/2020	06/07/2020	Th-Su 7p-12m				X	X	X	X	0	\$345.00	\$0.00	30
33			National Political Bundle	74   74	MSNBC	7959	VARIOUS	05/25/2020	05/31/2020	M-Su 5a-9a	X	X	X	X	X	X	X	0	\$135.00	\$0.00	30
34	17		National Political Bundle	74   74	MSNBC	7959	VARIOUS	06/01/2020	06/07/2020	M-Su 5a-9a	X	X	X	X	X	X	X	3	\$135.00	\$405.00	30
35			National Political Bundle	74   74	MSNBC	7959	VARIOUS	05/25/2020	05/31/2020	M-Su 9a-4p	X	X	X	X	X	X	X	0	\$75.00	\$0.00	30
36	18		National Political Bundle	74   74	MSNBC	7959	VARIOUS	06/01/2020	06/07/2020	M-Su 9a-4p	X	X	X	X	X	X	X	3	\$75.00	\$225.00	30
37	19		National Political Bundle	74   74	MSNBC	7959	VARIOUS	05/28/2020	05/31/2020	Th-Su 5a-9a				X	X	X	X	2	\$135.00	\$270.00	30
38			National Political Bundle	74   74	MSNBC	7959	VARIOUS	06/04/2020	06/07/2020	Th-Su 5a-9a				X	X	X	X	0	\$135.00	\$0.00	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
39	20			74   74	MSNBC	7959	VARIOUS	05/28/2020	05/31/2020	Th-Su 9a-4p				X	X	X	X	2	\$75.00	\$150.00	30
40				74   74	MSNBC	7959	VARIOUS	06/04/2020	06/07/2020	Th-Su 9a-4p				X	X	X	X	0	\$75.00	\$0.00	30
41				74   74	MSNBC	7959	The Rachel Maddow Show	05/28/2020	05/31/2020	Th-Su 4p-7p				X	X	X	X	0	\$330.00	\$0.00	30
42	21			74   74	MSNBC	7959	The Rachel Maddow Show	06/04/2020	06/07/2020	Th-Su 4p-7p				X	X	X	X	2	\$330.00	\$660.00	30
43				74   74	MSNBC	7959	VARIOUS	05/28/2020	05/31/2020	Th-Su 7p-12m				X	X	X	X	0	\$345.00	\$0.00	30
44	22			74   74	MSNBC	7959	VARIOUS	06/04/2020	06/07/2020	Th-Su 7p-12m				X	X	X	X	2	\$345.00	\$690.00	30

**SUMMARY FOR SYSCODE 9763**

<b>Traffic Order #</b>	11421921	<b>Created On</b>	5/27/2020 12:54:16 PM	<b>Order Status</b>	Revision Confirmed
<b>Order #</b>	3021401	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	2268.00
<b>Order Descrp</b>	62763933_POL-Issue-Natl Tax	<b>Updated On</b>	5/27/2020 3:57:38 PM	<b>Syscode Net \$</b>	1632.96
<b>Client</b>	NATIONAL TAXPAYERS UNION - NCC - POR	<b>Updated By</b>	Gray, Sarah	<b>Syscode Units</b>	90
<b>Start Date</b>	5/25/2020	<b>Source</b>	Gateway	<b>Zone Status</b>	Revision Confirmed
<b>End Date</b>	6/7/2020	<b>Zones</b>	Portland DISH - I+	<b>Avg Unit Rate</b>	25.20
<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
45			National Political Bundle	74   74	CNN	9763	VARIOUS	05/25/2020	05/31/2020	M-Su 5a-9a	X	X	X	X	X	X	X	0	\$21.00	\$0.00	30
46	1		National Political Bundle	74   74	CNN	9763	VARIOUS	06/01/2020	06/07/2020	M-Su 5a-9a	X	X	X	X	X	X	X	3	\$21.00	\$63.00	30
47			National Political Bundle	74   74	CNN	9763	SITUATION ROOM WITH WOLF BLITZER	05/25/2020	05/31/2020	M-Su 9a-4p	X	X	X	X	X	X	X	0	\$14.00	\$0.00	30
48	2		National Political Bundle	74   74	CNN	9763	SITUATION ROOM WITH WOLF BLITZER	06/01/2020	06/07/2020	M-Su 9a-4p	X	X	X	X	X	X	X	11	\$14.00	\$154.00	30
49			National Political Bundle	74   74	CNN	9763	Anderson Cooper 360, Cuomo Prime Time	05/25/2020	05/31/2020	M-Su 4p-7p	X	X	X	X	X	X	X	0	\$42.00	\$0.00	30
50	3		National Political Bundle	74   74	CNN	9763	Anderson Cooper 360, Cuomo Prime Time	06/01/2020	06/07/2020	M-Su 4p-7p	X	X	X	X	X	X	X	3	\$42.00	\$126.00	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
51			National Political Bundle	74   74	CNN	9763	VARIOUS	05/25/2020	05/31/2020	M-Su 7p-12m	X	X	X	X	X	X	X	0	\$35.00	\$0.00	30
52	4		National Political Bundle	74   74	CNN	9763	VARIOUS	06/01/2020	06/07/2020	M-Su 7p-12m	X	X	X	X	X	X	X	11	\$35.00	\$385.00	30
53	5		National Political Bundle	74   74	CNN	9763	SITUATION ROOM WITH WOLF BLITZER	05/31/2020	05/31/2020	Su 9a-4p							X	2	\$14.00	\$28.00	30
54			National Political Bundle	74   74	CNN	9763	SITUATION ROOM WITH WOLF BLITZER	06/07/2020	06/07/2020	Su 9a-4p							X	0	\$14.00	\$0.00	30
55			National Political Bundle	74   74	Fox News Channel	9763	AMERICAS NEWSR<	05/25/2020	05/31/2020	M-Su 5a-9a	X	X	X	X	X	X	X	0	\$21.00	\$0.00	30
56	6		National Political Bundle	74   74	Fox News Channel	9763	AMERICAS NEWSR<	06/01/2020	06/07/2020	M-Su 5a-9a	X	X	X	X	X	X	X	3	\$21.00	\$63.00	30
57			National Political Bundle	74   74	Fox News Channel	9763	FIVE, THE	05/25/2020	05/31/2020	M-Su 9a-4p	X	X	X	X	X	X	X	0	\$14.00	\$0.00	30
58	7		National Political Bundle	74   74	Fox News Channel	9763	FIVE, THE	06/01/2020	06/07/2020	M-Su 9a-4p	X	X	X	X	X	X	X	11	\$14.00	\$154.00	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
59			National Political Bundle	74   74	Fox News Channel	9763	Tucker Carlson Tonight, Hannity	05/25/2020	05/31/2020	M-Su 4p-7p	X	X	X	X	X	X	X	0	\$42.00	\$0.00	30
60	8		National Political Bundle	74   74	Fox News Channel	9763	Tucker Carlson Tonight, Hannity	06/01/2020	06/07/2020	M-Su 4p-7p	X	X	X	X	X	X	X	3	\$42.00	\$126.00	30
61			National Political Bundle	74   74	Fox News Channel	9763	VARIOUS	05/25/2020	05/31/2020	M-Su 7p-12m	X	X	X	X	X	X	X	0	\$35.00	\$0.00	30
62	9		National Political Bundle	74   74	Fox News Channel	9763	VARIOUS	06/01/2020	06/07/2020	M-Su 7p-12m	X	X	X	X	X	X	X	11	\$35.00	\$385.00	30
63	10		National Political Bundle	74   74	Fox News Channel	9763	FIVE, THE	05/31/2020	05/31/2020	Su 9a-4p							X	2	\$14.00	\$28.00	30
64			National Political Bundle	74   74	Fox News Channel	9763	FIVE, THE	06/07/2020	06/07/2020	Su 9a-4p							X	0	\$14.00	\$0.00	30
65			National Political Bundle	74   74	MSNBC	9763	VARIOUS	05/25/2020	05/31/2020	M-Su 5a-9a	X	X	X	X	X	X	X	0	\$21.00	\$0.00	30
66	11		National Political Bundle	74   74	MSNBC	9763	VARIOUS	06/01/2020	06/07/2020	M-Su 5a-9a	X	X	X	X	X	X	X	3	\$21.00	\$63.00	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
67			National Political Bundle	74   74	MSNBC	9763	VARIOUS	05/25/2020	05/31/2020	M-Su 9a-4p	X	X	X	X	X	X	X	0	\$14.00	\$0.00	30
68	12		National Political Bundle	74   74	MSNBC	9763	VARIOUS	06/01/2020	06/07/2020	M-Su 9a-4p	X	X	X	X	X	X	X	11	\$14.00	\$154.00	30
69			National Political Bundle	74   74	MSNBC	9763	The Rachel Maddow Show	05/25/2020	05/31/2020	M-Su 4p-7p	X	X	X	X	X	X	X	0	\$42.00	\$0.00	30
70	13		National Political Bundle	74   74	MSNBC	9763	The Rachel Maddow Show	06/01/2020	06/07/2020	M-Su 4p-7p	X	X	X	X	X	X	X	3	\$42.00	\$126.00	30
71			National Political Bundle	74   74	MSNBC	9763	VARIOUS	05/25/2020	05/31/2020	M-Su 7p-12m	X	X	X	X	X	X	X	0	\$35.00	\$0.00	30
72	14		National Political Bundle	74   74	MSNBC	9763	VARIOUS	06/01/2020	06/07/2020	M-Su 7p-12m	X	X	X	X	X	X	X	11	\$35.00	\$385.00	30
73	15		National Political Bundle	74   74	MSNBC	9763	VARIOUS	05/31/2020	05/31/2020	Su 9a-4p							X	2	\$14.00	\$28.00	30
74			National Political Bundle	74   74	MSNBC	9763	VARIOUS	06/07/2020	06/07/2020	Su 9a-4p							X	0	\$14.00	\$0.00	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
75	16		National Political Bundle	74   74	CNN	9763		05/28/2020	05/28/2020	Th 5a-9a				X				0	\$0.00	\$0.00	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 # 3021401**

<b>Traffic Order #</b>	11421922,11421921	<b># of Weeks</b>	2	<b>Active</b>	Yes
<b>Order #</b>	3021401	<b>Created On</b>	5/27/2020 12:54:16 PM	<b>Order Status</b>	Revision Confirmed
<b>Order Descrp</b>	62763933_POL-Issue-Natl Tax	<b>Created By</b>	NCC_Gateway_User	<b>Gross \$</b>	21573.00
<b>Client</b>	NATIONAL TAXPAYERS UNION - NCC -	<b>Updated On</b>	5/27/2020 4:08:41 PM	<b>Net \$</b>	15532.56
<b>Start Date</b>	5/25/2020	<b>Updated By</b>	Carnes, Hannah	<b>Units</b>	180
<b>End Date</b>	6/7/2020	<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>	