

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 4174252

<b>Traffic Order #</b> 11580151		<b>Created On</b> 4/26/2024 4:06:27 PM	<b>Order Status</b> Contract Confirmed
<b>Order #</b> 4174252		<b>Created By</b> NCC_Gateway_User	<b>Gross \$</b> 15073.00
<b>Order Descrp</b> 63177861_POL_Issue_314 ACTION FUND - NW		<b>Updated On</b> 4/26/2024 4:32:38 PM	<b>Net \$</b> 10852.56
<b>Client</b> AMP - 314 ACTION FUND - NW		<b>Updated By</b> eClerx BOT	<b>Units</b> 191
<b>Start Date</b> 4/29/2024		<b>Industry</b> Political-Association	<b>Credit Hold</b> NO
<b>End Date</b> 5/12/2024		<b>REFERENCES</b>	
<b># of Weeks</b> 2		<b>Primary</b>	
<b>SALES</b>		<b>Secondary</b>	
<b>ActiveWeeks</b> 2		<b>Tertiary</b>	
<b>AE 1</b> Nichols, Austin		<b>Quarternary</b>	
<b>AE 2</b>		<b>TRAFFIC OPTIONS</b>	
<b>Agency</b> AMP - LC MEDIA 15.00%		<b>Address 1</b> NCC MEDIA	
<b>RepFirm</b> NCC 13.00%		<b>Address 2</b>	
<b>Copy Instr ID</b>		<b>City, State, Zip</b> BLOOMFIELD, NJ	
<b>Total Zones</b> 4		<b>Zip</b> 07003	
<b>Zones</b> East Portland,Depoe Bay,The Dalles,St...		<b>Contact</b>	
<b>Total Networks</b> 2		<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>BILLING INFORMATION</b>	
		<b>Purchase Order #</b> 63177861	
		<b>Billing Schedule</b> EndOfFlight	
		<b>EDI INFORMATION</b>	
		<b>Product</b>	
		<b>Estimate</b>	
		<b>Submit EDI Invoice?</b> Submit EDI Invoice	
		<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>	
		Portland, OR- PRIORITY CODE: NP=80, IP=74 - SEE KEY ON FCC SITE FOR NETWORK/ZONE INFORMATION	
		<b>SYSCODE LIST</b>	
		5297,9394,7993,2849	

**SUMMARY FOR SYSCODE 2849**

<b>Traffic Order #</b>	11580151	<b>Created On</b>	4/26/2024 4:06:27 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4174252	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	3769.00
<b>Order Descrp</b>	63177861_POL_Issue_314 ACTION FUND - NW	<b>Updated On</b>	4/26/2024 4:25:59 PM	<b>Syscode Net \$</b>	2713.68
<b>Client</b>	AMP - 314 ACTION FUND - NW	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	53
<b>Start Date</b>	4/29/2024	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/12/2024	<b>Zones</b>	Stumptown Plus	<b>Avg Unit Rate</b>	71.11
<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
43	43		Amp ersa nd Politi cal Bun dle	75   75	CNN	2849	CNN DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	9	\$39.00	\$351.00	30
44	44		Amp ersa nd Politi cal Bun dle	75   75	CNN	2849	CNN EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	4	\$98.00	\$392.00	30
45	45		Amp ersa nd Politi cal Bun dle	75   75	CNN	2849	CNN PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	6	\$98.00	\$588.00	30
46	46		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	2849	MNBC EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	3	\$39.00	\$117.00	30
47	47		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	2849	MNBC DT	05/06/2024	05/06/2024	M 9a-4p	X							2	\$51.00	\$102.00	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
48	48		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	2849	MNBC EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$128.00	\$128.00	30
49	49		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	2849	MNBC PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$128.00	\$128.00	30
50	50		Amp ersa nd Politi cal Bun dle	75   75	CNN	2849	CNN EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	3	\$39.00	\$117.00	30
51	51		Amp ersa nd Politi cal Bun dle	75   75	CNN	2849	CNN EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$128.00	\$128.00	30
52	52		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	2849	MNBC DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	8	\$39.00	\$312.00	30
53	53		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	2849	MNBC PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	8	\$98.00	\$784.00	30
54	54		Amp ersa nd Politi cal Bun dle	75   75	CNN	2849	CNN DT	05/06/2024	05/06/2024	M 9a-4p	X							2	\$51.00	\$102.00	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
55	55		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	2849	MNBC EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	4	\$98.00	\$392.00	30
56	56		Amp ersa nd Politi cal Bun dle	75   75	CNN	2849	CNN PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$128.00	\$128.00	30

**SUMMARY FOR SYSCODE 5297**

<b>Traffic Order #</b>	11580151	<b>Created On</b>	4/26/2024 4:06:27 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4174252	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	8645.00
<b>Order Descrp</b>	63177861_POL_Issue_314 ACTION FUND - NW	<b>Updated On</b>	4/26/2024 4:25:59 PM	<b>Syscode Net \$</b>	6224.40
<b>Client</b>	AMP - 314 ACTION FUND - NW	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	45
<b>Start Date</b>	4/29/2024	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/12/2024	<b>Zones</b>	East Portland	<b>Avg Unit Rate</b>	192.11
<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		Ampersa nd Politi cal Bun dle	75   75	CNN	5297	CNN DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	7	\$115.00	\$805.00	30
2	2		Ampersa nd Politi cal Bun dle	75   75	CNN	5297	CNN EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	3	\$260.00	\$780.00	30
3	3		Ampersa nd Politi cal Bun dle	75   75	CNN	5297	CNN PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	6	\$260.00	\$1,560.00	30
4	4		Ampersa nd Politi cal Bun dle	75   75	MSNBC	5297	MNBC EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	4	\$98.00	\$392.00	30
5	5		Ampersa nd Politi cal Bun dle	75   75	MSNBC	5297	MNBC DT	05/06/2024	05/06/2024	M 9a-4p	X							1	\$150.00	\$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 ersa nd Politi cal Bun dle	75   75	MSNBC	5297	MNBC EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$338.00	\$338.00	30
7	7		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	5297	MNBC PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$338.00	\$338.00	30
8	8		Amp ersa nd Politi cal Bun dle	75   75	CNN	5297	CNN DT	05/06/2024	05/06/2024	M 9a-4p	X							1	\$150.00	\$150.00	30
9	9		Amp ersa nd Politi cal Bun dle	75   75	CNN	5297	CNN PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$338.00	\$338.00	30
10	10		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	5297	MNBC EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	2	\$260.00	\$520.00	30
11	11		Amp ersa nd Politi cal Bun dle	75   75	CNN	5297	CNN EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$338.00	\$338.00	30
12	12		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	5297	MNBC PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	7	\$260.00	\$1,820.00	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	75   75	MSNBC	5297	MNBC DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	8	\$115.00	\$920.00	30
14	14		Amp ersa nd Politi cal Bun dle	75   75	CNN	5297	CNN EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	2	\$98.00	\$196.00	30

**SUMMARY FOR SYSCODE 7993**

<b>Traffic Order #</b>	11580151	<b>Created On</b>	4/26/2024 4:06:27 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4174252	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	1907.00
<b>Order Descrp</b>	63177861_POL_Issue_314 ACTION FUND - NW	<b>Updated On</b>	4/26/2024 4:25:59 PM	<b>Syscode Net \$</b>	1373.04
<b>Client</b>	AMP - 314 ACTION FUND - NW	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	45
<b>Start Date</b>	4/29/2024	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/12/2024	<b>Zones</b>	The Dalles	<b>Avg Unit Rate</b>	42.38
<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
29	29		Amp ersa nd Politi cal Bun dle	75   75	CNN	7993	CNN DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	8	\$33.00	\$264.00	30
30	30		Amp ersa nd Politi cal Bun dle	75   75	CNN	7993	CNN EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	2	\$52.00	\$104.00	30
31	31		Amp ersa nd Politi cal Bun dle	75   75	CNN	7993	CNN PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	6	\$52.00	\$312.00	30
32	32		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	7993	MNBC EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	3	\$26.00	\$78.00	30
33	33		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	7993	MNBC DT	05/06/2024	05/06/2024	M 9a-4p	X							1	\$43.00	\$43.00	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		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	7993	MNBC EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$68.00	\$68.00	30
35	35		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	7993	MNBC PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$68.00	\$68.00	30
36	36		Amp ersa nd Politi cal Bun dle	75   75	CNN	7993	CNN EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	3	\$26.00	\$78.00	30
37	37		Amp ersa nd Politi cal Bun dle	75   75	CNN	7993	CNN EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$68.00	\$68.00	30
38	38		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	7993	MNBC DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	9	\$33.00	\$297.00	30
39	39		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	7993	MNBC PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	6	\$52.00	\$312.00	30
40	40		Amp ersa nd Politi cal Bun dle	75   75	CNN	7993	CNN PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$68.00	\$68.00	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		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	7993	MNBC EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	2	\$52.00	\$104.00	30
42	42		Amp ersa nd Politi cal Bun dle	75   75	CNN	7993	CNN DT	05/06/2024	05/06/2024	M 9a-4p	X							1	\$43.00	\$43.00	30

**SUMMARY FOR SYSCODE 9394**

<b>Traffic Order #</b>	11580151	<b>Created On</b>	4/26/2024 4:06:27 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	4174252	<b>Created By</b>	NCC_Gateway_User	<b>Syscode Gross \$</b>	752.00
<b>Order Descrp</b>	63177861_POL_Issue_314 ACTION FUND - NW	<b>Updated On</b>	4/26/2024 4:25:59 PM	<b>Syscode Net \$</b>	541.44
<b>Client</b>	AMP - 314 ACTION FUND - NW	<b>Updated By</b>	eClerx BOT	<b>Syscode Units</b>	48
<b>Start Date</b>	4/29/2024	<b>Source</b>	Gateway	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	5/12/2024	<b>Zones</b>	Depoe Bay	<b>Avg Unit Rate</b>	15.67
<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
15	15		Amp ersa nd Politi cal Bun dle	75   75	CNN	9394	CNN DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	8	\$13.00	\$104.00	30
16	16		Amp ersa nd Politi cal Bun dle	75   75	CNN	9394	CNN EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	3	\$17.00	\$51.00	30
17	17		Amp ersa nd Politi cal Bun dle	75   75	CNN	9394	CNN PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	6	\$17.00	\$102.00	30
18	18		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	9394	MNBC EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	3	\$13.00	\$39.00	30
19	19		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	9394	MNBC DT	05/06/2024	05/06/2024	M 9a-4p	X							1	\$17.00	\$17.00	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	75   75	MSNBC	9394	MNBC EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$23.00	\$23.00	30
21	21		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	9394	MNBC PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$23.00	\$23.00	30
22	22		Amp ersa nd Politi cal Bun dle	75   75	CNN	9394	CNN DT	05/06/2024	05/06/2024	M 9a-4p	X							1	\$17.00	\$17.00	30
23	23		Amp ersa nd Politi cal Bun dle	75   75	CNN	9394	CNN PT	05/06/2024	05/06/2024	M 7p-12m	X							1	\$23.00	\$23.00	30
24	24		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	9394	MNBC EF	04/30/2024	05/05/2024	Tu-Su 4p-7p		X	X	X	X	X	X	2	\$17.00	\$34.00	30
25	25		Amp ersa nd Politi cal Bun dle	75   75	CNN	9394	CNN EM	04/30/2024	05/05/2024	Tu-Su 5a-9a		X	X	X	X	X	X	3	\$13.00	\$39.00	30
26	26		Amp ersa nd Politi cal Bun dle	75   75	MSNBC	9394	MNBC DT	04/30/2024	05/05/2024	Tu-Su 9a-4p		X	X	X	X	X	X	8	\$13.00	\$104.00	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	75   75	MSNBC	9394	MNBC PT	04/30/2024	05/05/2024	Tu-Su 7p-12m		X	X	X	X	X	X	9	\$17.00	\$153.00	30
28	28		Amp ersa nd Politi cal Bun dle	75   75	CNN	9394	CNN EF	05/06/2024	05/06/2024	M 4p-7p	X							1	\$23.00	\$23.00	30

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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 # 4174252**

<b>Traffic Order #</b>	11580151	<b># of Weeks</b>	2	<b>Active</b>	Yes
<b>Order #</b>	4174252	<b>Created On</b>	4/26/2024 4:06:27 PM	<b>Order Status</b>	Contract Confirmed
<b>Order Descrp</b>	63177861_POL_Issue_314 ACTION FUND - NW	<b>Created By</b>	NCC_Gateway_User	<b>Gross \$</b>	15073.00
<b>Client</b>	AMP - 314 ACTION FUND - NW	<b>Updated On</b>	4/26/2024 4:32:38 PM	<b>Net \$</b>	10852.56
<b>Start Date</b>	4/29/2024	<b>Updated By</b>	eClerx BOT	<b>Units</b>	191
<b>End Date</b>	5/12/2024	<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>	