

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 2952998

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Gross \$	1067.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 10:01:09 AM	Net \$	768.24
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Units	17
Start Date	2/10/2020	Industry	Political-US Senate	Credit Hold	NO
End Date	2/16/2020	REFERENCES		BILLING INFORMATION	
# of Weeks	1	Primary		Purchase Order #	62731206
SALES		Secondary		Billing Schedule	EndOfFlight
ActiveWeeks	1	Tertiary		EDI INFORMATION	
AE 1	NCC - MI - WASH DC	Quarternary		Product	
AE 2		TRAFFIC OPTIONS		Estimate	5567
Agency	SCREEN STRATEGIES MEDIA-NCC - MI	Address 1	NCC MEDIA	Submit EDI Invoice?	Submit EDI Invoice
RepFirm	NCC	Address 2		ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS	
Copy Instr ID		City, State, Zip	BLOOMFIELD, NJ	DETROIT Priority Code NP=80, IP=74See key on FCC site for zone/network information	
Total Zones	17	Zip	07003		
Zones	St Clair Shores MI,Livonia-Wld Lk MI ...	Contact			
Total Networks	1	Phone	111-111-1111	SYSCODE LIST	
GENERAL COMMENTS		Avail Tag		2946,4068,1698,2952,4074,4065,8034,8481,4063,4066,4075,4077,4078,4062,1956,4470,4067	
		Contract Type	Standard		
		Copy Group			
		Division			
		Reference #	5567		

SUMMARY FOR SYSCODE 1698

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	114.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	82.08
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Western Wayne Co MI WOW	Avg Unit Rate	114.00
# 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
3	3		National Political Bundle	110 110	ESPN	1698	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$114.00	\$114.00	30

SUMMARY FOR SYSCODE 1956

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	57.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	41.04
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Monroe Proper MI	Avg Unit Rate	57.00
# 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
15	15		National Political Bundle	110 110	ESPN	1956	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$57.00	\$57.00	30

SUMMARY FOR SYSCODE 2946

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	108.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	77.76
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	St Clair Shores MI	Avg Unit Rate	108.00
# 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		National Political Bundle	110 110	ESPN	2946	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$108.00	\$108.00	30

SUMMARY FOR SYSCODE 2952

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	85.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	61.20
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Dearborn MI	Avg Unit Rate	85.00
# 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
4	4		National Political Bundle	110 110	ESPN	2952	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$85.00	\$85.00	30

SUMMARY FOR SYSCODE 4062

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	36.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	25.92
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Ann Arbor MI U-verse	Avg Unit Rate	36.00
# 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
14	14		National Political Bundle	110 110	ESPN	4062	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$36.00	\$36.00	30

SUMMARY FOR SYSCODE 4063

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	64.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	46.08
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Bham-Southfld MI U-verse	Avg Unit Rate	64.00
# 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
9	9		National Political Bundle	110 110	ESPN	4063	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$64.00	\$64.00	30

SUMMARY FOR SYSCODE 4065

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	49.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	35.28
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Detroit-Drbrn MI U-verse	Avg Unit Rate	49.00
# 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
6	6		National Political Bundle	110 110	ESPN	4065	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$49.00	\$49.00	30

SUMMARY FOR SYSCODE 4066

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	64.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	46.08
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Downriver MI U-verse	Avg Unit Rate	64.00
# 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
10	10		National Political Bundle	110 110	ESPN	4066	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$64.00	\$64.00	30

SUMMARY FOR SYSCODE 4067

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	49.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	35.28
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Livngstn-WhtLk MI U-verse	Avg Unit Rate	49.00
# 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
17	17		National Political Bundle	110 110	ESPN	4067	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$49.00	\$49.00	30

SUMMARY FOR SYSCODE 4068

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	85.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	61.20
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Livonia-Wld Lk MI U-verse	Avg Unit Rate	85.00
# 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
2	2		National Political Bundle	110 110	ESPN	4068	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$85.00	\$85.00	30

SUMMARY FOR SYSCODE 4074

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	57.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	41.04
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Macomb-Chest MI U-verse	Avg Unit Rate	57.00
# 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
5	5		National Political Bundle	110 110	ESPN	4074	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$57.00	\$57.00	30

SUMMARY FOR SYSCODE 4075

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	57.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	41.04
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Pontiac-Oxford MI U-verse	Avg Unit Rate	57.00
# 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
11	11		National Political Bundle	110 110	ESPN	4075	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$57.00	\$57.00	30

SUMMARY FOR SYSCODE 4077

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	36.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	25.92
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	St Clair Shrs MI U-verse	Avg Unit Rate	36.00
# 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
12	12		National Political Bundle	110 110	ESPN	4077	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$36.00	\$36.00	30

SUMMARY FOR SYSCODE 4078

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	28.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	20.16
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Sterling Hgts MI U-verse	Avg Unit Rate	28.00
# 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
13	13		National Political Bundle	110 110	ESPN	4078	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$28.00	\$28.00	30

SUMMARY FOR SYSCODE 4470

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	57.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	41.04
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Wyandotte MI	Avg Unit Rate	57.00
# 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
16	16		National Political Bundle	110 110	ESPN	4470	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$57.00	\$57.00	30

SUMMARY FOR SYSCODE 8034

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	57.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	41.04
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Monroe MI	Avg Unit Rate	57.00
# 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
7	7		National Political Bundle	110 110	ESPN	8034	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$57.00	\$57.00	30

SUMMARY FOR SYSCODE 8481

Traffic Order #	668433	Created On	2/10/2020 5:40:20 PM	Order Status	Contract Confirmed
Order #	2952998	Created By	NCC_Gateway_User	Syscode Gross \$	64.00
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET	Updated On	2/11/2020 9:59:15 AM	Syscode Net \$	46.08
Client	PETERS FOR SENATE 2020 - NCC - MI	Updated By	Smith, Brogan	Syscode Units	1
Start Date	2/10/2020	Source	Gateway	Zone Status	Contract Confirmed
End Date	2/16/2020	Zones	Whitmore MI	Avg Unit Rate	64.00
# 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
8	8		National Political Bundle	110 110	ESPN	8481	Michigan State University vs. University of Maryland	02/15/2020	02/15/2020	Sa 6p-8p						X		1	\$64.00	\$64.00	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 # 2952998							
Traffic Order #	668433		# of Weeks	1		Active	Yes
Order #	2952998		Created On	2/10/2020 5:40:20 PM		Order Status	Contract Confirmed
Order Descrp	62731206 POL CANDIDATE PETERS FOR SEN DET		Created By	NCC_Gateway_User		Gross \$	1067.00
Client	PETERS FOR SENATE 2020 - NCC - MI		Updated On	2/11/2020 10:01:09 AM		Net \$	768.24
Start Date	2/10/2020		Updated By	Smith, Brogan		Units	17
End Date	2/16/2020		Source	Gateway		Credit Hold	No

ACCEPTED BY AGENCY/ ADVERTISER	
FINANCE	
DATE	
MGR	
INV	