

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3062475

Traffic Order #	685971	Created On	7/23/2020 4:12:42 PM	Order Status	Contract Confirmed
Order #	3062475	Created By	Delosreyes, MarieKristine	Gross \$	2106.00
Order Descrp	POL CANDIDATE Kristina Lyke MI CD-8 LAN	Updated On	7/23/2020 5:52:08 PM	Net \$	1653.21
Client	KRISTINA LYKE MI CD-8	Updated By	Shields, Karolyn	Units	12
Start Date	7/27/2020	Industry	Political-US House	Credit Hold	NO
End Date	8/2/2020	REFERENCES		BILLING INFORMATION	
# of Weeks	1	Primary		Purchase Order #	
SALES		Secondary		Billing Schedule	EndOfFlight
ActiveWeeks	1	Tertiary		EDI INFORMATION	
AE 1	Fuller, Sarah L. (Michigan)	Quarternary		Product	
AE 2		TRAFFIC OPTIONS		Estimate	
Agency	WINNING STRATEGY MEDIA	Address 1	232 MADISON AVE	Submit EDI Invoice?	Submit EDI Invoice
RepFirm	PCA-POLITICAL	Address 2	4TH FL	ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS	
Copy Instr ID		City, State, Zip	NEW YORK, NY	Lansing, Priority Code: NP=80; IP=74; ISP=74; SET=100; SNP=110 See Key on FCC site for zone/network information	
Total Zones	4	Zip	10016		
Zones	East Lansing MI,Lansing MI,Lansing MI...	Contact			
Total Networks	1	Phone	646-443-3696	SYSCODE LIST	
GENERAL COMMENTS		Avail Tag		5646,1603,9933,7895	
		Contract Type	Standard		
		Copy Group			
		Division			
		Reference #			

SUMMARY FOR SYSCODE 1603

Traffic Order #	685971	Created On	7/23/2020 4:12:42 PM	Order Status	Contract Confirmed
Order #	3062475	Created By	Delosreyes, MarieKristine	Syscode Gross \$	999.00
Order Descrp	POL CANDIDATE Kristina Lyke MI CD-8 LAN	Updated On	7/23/2020 5:50:51 PM	Syscode Net \$	784.22
Client	KRISTINA LYKE MI CD-8	Updated By	Shields, Carolyn	Syscode Units	3
Start Date	7/27/2020	Source	Order Details	Zone Status	Contract Confirmed
End Date	8/2/2020	Zones	Lansing MI	Avg Unit Rate	333.00
# 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	80 80	Fox News Channel	1603	TUCKER CARLSON	07/27/2020	07/31/2020	M-F 8p-9p	X	X	X	X	X			3	\$333.00	\$999.00	30

SUMMARY FOR SYSCODE 5646

Traffic Order #	685971	Created On	7/23/2020 4:12:42 PM	Order Status	Contract Confirmed
Order #	3062475	Created By	Delosreyes, MarieKristine	Syscode Gross \$	405.00
Order Descrp	POL CANDIDATE Kristina Lyke MI CD-8 LAN	Updated On	7/23/2020 5:50:51 PM	Syscode Net \$	317.93
Client	KRISTINA LYKE MI CD-8	Updated By	Shields, Karolyn	Syscode Units	3
Start Date	7/27/2020	Source	Order Details	Zone Status	Contract Confirmed
End Date	8/2/2020	Zones	East Lansing MI	Avg Unit Rate	135.00
# 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	80 80	Fox News Channel	5646	TUCKER CARLSON	07/27/2020	07/31/2020	M-F 8p-9p	X	X	X	X	X			3	\$135.00	\$405.00	30

SUMMARY FOR SYSCODE 7895

Traffic Order #	685971	Created On	7/23/2020 4:12:42 PM	Order Status	Contract Confirmed
Order #	3062475	Created By	Delosreyes, MarieKristine	Syscode Gross \$	378.00
Order Descrp	POL CANDIDATE Kristina Lyke MI CD-8 LAN	Updated On	7/23/2020 5:50:51 PM	Syscode Net \$	296.73
Client	KRISTINA LYKE MI CD-8	Updated By	Shields, Karolyn	Syscode Units	3
Start Date	7/27/2020	Source	Order Details	Zone Status	Contract Confirmed
End Date	8/2/2020	Zones	Lansing MI WOW	Avg Unit Rate	126.00
# 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	80 80	Fox News Channel	7895	TUCKER CARLSON	07/27/2020	07/31/2020	M-F 8p-9p	X	X	X	X	X			3	\$126.00	\$378.00	30

SUMMARY FOR SYSCODE 9933

Traffic Order #	685971	Created On	7/23/2020 4:12:42 PM	Order Status	Contract Confirmed
Order #	3062475	Created By	Delosreyes, MarieKristine	Syscode Gross \$	324.00
Order Descrp	POL CANDIDATE Kristina Lyke MI CD-8 LAN	Updated On	7/23/2020 5:50:51 PM	Syscode Net \$	254.34
Client	KRISTINA LYKE MI CD-8	Updated By	Shields, Karolyn	Syscode Units	3
Start Date	7/27/2020	Source	Order Details	Zone Status	Contract Confirmed
End Date	8/2/2020	Zones	Lansing MI U-verse	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
3	3		National Political Bundle	80 80	Fox News Channel	9933	TUCKER CARLSON	07/27/2020	07/31/2020	M-F 8p-9p	X	X	X	X	X			3	\$108.00	\$324.00	30

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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 # 3062475							
Traffic Order #	685971		# of Weeks	1		Active	Yes
Order #	3062475		Created On	7/23/2020 4:12:42 PM		Order Status	Contract Confirmed
Order Descrp	POL CANDIDATE Kristina Lyke MI CD-8 LAN		Created By	Delosreyes, MarieKristine		Gross \$	2106.00
Client	KRISTINA LYKE MI CD-8		Updated On	7/23/2020 5:52:08 PM		Net \$	1653.21
Start Date	7/27/2020		Updated By	Shields, Karolyn		Units	12
End Date	8/2/2020		Source	Order Detail		Credit Hold	No

ACCEPTED BY AGENCY/ ADVERTISER	
FINANCE	
DATE	
MGR	
INV	