

# Contract Data (Traffic) Report

SUMMARY FOR ORDER # 2975555

<b>Traffic Order #</b>	614712,614713		<b>Created On</b>	3/5/2020 1:00:14 PM		<b>Order Status</b>	Contract Confirmed	
<b>Order #</b>	2975555		<b>Created By</b>	NCC_Gateway_User		<b>Gross \$</b>	42256.00	
<b>Order Descrp</b>	62741638 POL CANDIDATE BIDEN FOR PRESIDENT CHI		<b>Updated On</b>	3/5/2020 2:00:25 PM		<b>Net \$</b>	30424.32	
<b>Client</b>	BIDEN FOR PRESIDENT - NCC - CHI		<b>Updated By</b>	Reinhart, Susanne		<b>Units</b>	155	
<b>Start Date</b>	3/2/2020		<b>Industry</b>	Political-President		<b>Credit Hold</b>	NO	
<b>End Date</b>	3/22/2020		<b>REFERENCES</b>					
<b># of Weeks</b>	3		<b>Primary</b>			<b>BILLING INFORMATION</b>		
<b>SALES</b>			<b>Secondary</b>			<b>Purchase Order #</b>	62741638	
<b>ActiveWeeks</b>	3		<b>Tertiary</b>			<b>Billing Schedule</b>	EndOfFlight	
<b>AE 1</b>	NCC - CHI - WASH DC		<b>Quarternary</b>			<b>EDI INFORMATION</b>		
<b>AE 2</b>			<b>TRAFFIC OPTIONS</b>					
<b>Agency</b>	MEDIA BUYING & ANALYTICS LLC - NCC	15.00%	<b>Address 1</b>	NCC MEDIA		<b>Product</b>	03060317	
<b>RepFirm</b>	NCC	13.00%	<b>Address 2</b>			<b>Estimate</b>	N/A	
<b>Copy Instr ID</b>			<b>City, State, Zip</b>	BLOOMFIELD, NJ		<b>Submit EDI Invoice?</b>	Submit EDI Invoice	
<b>Total Zones</b>	2		<b>Zip</b>	07003		<b>ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS</b>		
<b>Zones</b>	Chicago IL DISH - I+,Chicago IL Inter...		<b>Contact</b>			Chicago, Priority Code: NP=80; IP=74 See Key on FCC site for zone/network information		
<b>Total Networks</b>	8		<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>					
			9810,5170					

**SUMMARY FOR SYSCODE 5170**

<b>Traffic Order #</b>	614713	<b>Created On</b>	3/5/2020 1:23:11 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	2975555	<b>Created By</b>	Delosreyes, MarieKristine	<b>Syscode Gross \$</b>	40964.00
<b>Order Descrp</b>	62741638 POL CANDIDATE BIDEN FOR PRESIDENT CHI	<b>Updated On</b>	3/5/2020 1:54:18 PM	<b>Syscode Net \$</b>	29494.08
<b>Client</b>	BIDEN FOR PRESIDENT - NCC - CHI	<b>Updated By</b>	Reinhart, Susanne	<b>Syscode Units</b>	97
<b>Start Date</b>	3/2/2020	<b>Source</b>	Order Details	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	3/22/2020	<b>Zones</b>	Chicago IL Interconnect	<b>Avg Unit Rate</b>	422.31
<b># of Weeks</b>	3				

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	1		National Political Bundle	74   74	Bravo	5170	BRVO EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	1	\$425.00	\$425.00	30
18	2		National Political Bundle	74   74	Bravo	5170	BRVO PT	03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	1	\$600.00	\$600.00	30
19	3		National Political Bundle	74   74	Bravo	5170	BRVO PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	2	\$600.00	\$1,200.00	30
20	4		National Political Bundle	74   74	CNBC	5170	CNBC PT	03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	2	\$91.00	\$182.00	30
21	5		National Political Bundle	74   74	CNBC	5170	CNBC PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	5	\$91.00	\$455.00	30
22	6		National Political Bundle	74   74	CNBC	5170	CNBC PT	03/16/2020	03/16/2020	M 7p-12m	X							2	\$91.00	\$182.00	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	7		National Political Bundle	74   74	CNN	5170	CNN EM	03/06/2020	03/08/2020	F-Su 5a-9a					X	X	X	2	\$250.00	\$500.00	30
24	8		National Political Bundle	74   74	CNN	5170	CNN EM	03/09/2020	03/15/2020	M-Su 5a-9a	X	X	X	X	X	X	X	5	\$250.00	\$1,250.00	30
25	9		National Political Bundle	74   74	CNN	5170	CNN EM	03/16/2020	03/17/2020	M-Tu 5a-9a	X	X						2	\$250.00	\$500.00	30
26	10		National Political Bundle	74   74	CNN	5170	CNN DT	03/06/2020	03/08/2020	F-Su 9a-4p					X	X	X	2	\$220.00	\$440.00	30
27	11		National Political Bundle	74   74	CNN	5170	CNN DT	03/09/2020	03/15/2020	M-Su 9a-4p	X	X	X	X	X	X	X	5	\$220.00	\$1,100.00	30
28	12		National Political Bundle	74   74	CNN	5170	CNN DT	03/16/2020	03/16/2020	M 9a-4p	X							2	\$220.00	\$440.00	30
29	13		National Political Bundle	74   74	CNN	5170	CNN EF	03/06/2020	03/08/2020	F-Su 4p-7p					X	X	X	2	\$450.00	\$900.00	30
30	14		National Political Bundle	74   74	CNN	5170	CNN EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	5	\$450.00	\$2,250.00	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	15		National Political Bundle	74   74	CNN	5170	CNN EF	03/16/2020	03/16/2020	M 4p-7p	X							2	\$450.00	\$900.00	30
32	16		National Political Bundle	74   74	CNN	5170	CNN PT	03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	2	\$700.00	\$1,400.00	30
33	17		National Political Bundle	74   74	CNN	5170	CNN PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	5	\$700.00	\$3,500.00	30
34	18		National Political Bundle	74   74	CNN	5170	CNN PT	03/16/2020	03/16/2020	M 7p-12m	X							2	\$700.00	\$1,400.00	30
35	19		National Political Bundle	74   74	Food Network	5170	FOOD EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	1	\$490.00	\$490.00	30
36	20		National Political Bundle	74   74	Food Network	5170	FOOD PT	03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	1	\$800.00	\$800.00	30
37	21		National Political Bundle	74   74	Food Network	5170	FOOD PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	2	\$800.00	\$1,600.00	30
38	22		National Political Bundle	74   74	Hallmark Channel	5170	HALL EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	1	\$450.00	\$450.00	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	23		National Political Bundle	74   74	Hallmark Channel	5170	HALL PT	03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	1	\$700.00	\$700.00	30
40	24		National Political Bundle	74   74	Hallmark Channel	5170	HALL PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	2	\$700.00	\$1,400.00	30
41	25		National Political Bundle	74   74	HGTV	5170	HGTV EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	1	\$800.00	\$800.00	30
42	26		National Political Bundle	74   74	HGTV	5170	HGTV PT	03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	1	\$1,200.00	\$1,200.00	30
43	27		National Political Bundle	74   74	HGTV	5170	HGTV PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	2	\$1,200.00	\$2,400.00	30
44	28		National Political Bundle	74   74	MSNBC	5170	MNBC EM	03/06/2020	03/08/2020	F-Su 5a-9a					X	X	X	2	\$300.00	\$600.00	30
45	29		National Political Bundle	74   74	MSNBC	5170	MNBC EM	03/09/2020	03/15/2020	M-Su 5a-9a	X	X	X	X	X	X	X	5	\$300.00	\$1,500.00	30
46	30		National Political Bundle	74   74	MSNBC	5170	MNBC EM	03/16/2020	03/17/2020	M-Tu 5a-9a	X	X						2	\$300.00	\$600.00	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
47	31		National Political Bundle	74   74	MSNBC	5170	MNBC DT	03/06/2020	03/08/2020	F-Su 9a-4p					X	X	X	2	\$210.00	\$420.00	30
48	32		National Political Bundle	74   74	MSNBC	5170	MNBC DT	03/09/2020	03/15/2020	M-Su 9a-4p	X	X	X	X	X	X	X	5	\$210.00	\$1,050.00	30
49	33		National Political Bundle	74   74	MSNBC	5170	MNBC DT	03/16/2020	03/16/2020	M 9a-4p	X							2	\$210.00	\$420.00	30
50	34		National Political Bundle	74   74	MSNBC	5170	MNBC EF	03/06/2020	03/08/2020	F-Su 4p-7p					X	X	X	2	\$290.00	\$580.00	30
51	35		National Political Bundle	74   74	MSNBC	5170	MNBC EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	5	\$290.00	\$1,450.00	30
52	36		National Political Bundle	74   74	MSNBC	5170	MNBC EF	03/16/2020	03/16/2020	M 4p-7p	X							2	\$290.00	\$580.00	30
53	37		National Political Bundle	74   74	MSNBC	5170	MNBC PT	03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	2	\$700.00	\$1,400.00	30
54	38		National Political Bundle	74   74	MSNBC	5170	MNBC PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	5	\$700.00	\$3,500.00	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	39		National Political Bundle	74   74	MSNBC	5170	MNBC PT	03/16/2020	03/16/2020	M 7p-12m	X							2	\$700.00	\$1,400.00	30

**SUMMARY FOR SYSCODE 9810**

<b>Traffic Order #</b>	614712	<b>Created On</b>	3/5/2020 1:23:11 PM	<b>Order Status</b>	Contract Confirmed
<b>Order #</b>	2975555	<b>Created By</b>	Delosreyes, MarieKristine	<b>Syscode Gross \$</b>	1292.00
<b>Order Descrp</b>	62741638 POL CANDIDATE BIDEN FOR PRESIDENT CHI	<b>Updated On</b>	3/5/2020 1:54:18 PM	<b>Syscode Net \$</b>	930.24
<b>Client</b>	BIDEN FOR PRESIDENT - NCC - CHI	<b>Updated By</b>	Reinhart, Susanne	<b>Syscode Units</b>	58
<b>Start Date</b>	3/2/2020	<b>Source</b>	Order Details	<b>Zone Status</b>	Contract Confirmed
<b>End Date</b>	3/22/2020	<b>Zones</b>	Chicago IL DISH - I+	<b>Avg Unit Rate</b>	22.28
<b># of Weeks</b>	3				

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	74   74	Bravo	9810	BRVO PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	1	\$43.00	\$43.00	30
2	2		National Political Bundle	74   74	CNN	9810	CNN DT	03/09/2020	03/15/2020	M-Su 9a-4p	X	X	X	X	X	X	X	8	\$11.00	\$88.00	30
3	3		National Political Bundle	74   74	CNN	9810	CNN DT	03/16/2020	03/16/2020	M 9a-4p	X							1	\$11.00	\$11.00	30
4	4		National Political Bundle	74   74	CNN	9810	CNN EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	8	\$17.00	\$136.00	30
5	5		National Political Bundle	74   74	CNN	9810	CNN EF	03/16/2020	03/16/2020	M 4p-7p	X							1	\$17.00	\$17.00	30
6	6		National Political Bundle	74   74	CNN	9810	CNN PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	8	\$35.00	\$280.00	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	7		National Political Bundle	74   74	CNN	9810	CNN PT	03/16/2020	03/16/2020	M 7p-12m	X							1	\$35.00	\$35.00	30
8	8		National Political Bundle	74   74	Food Network	9810	FOOD PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	1	\$60.00	\$60.00	30
9	9		National Political Bundle	74   74	HGTV	9810	HGTV PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	1	\$95.00	\$95.00	30
10	10		National Political Bundle	74   74	Lifetime	9810	LIF PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	1	\$32.00	\$32.00	30
11	11		National Political Bundle	74   74	MSNBC	9810	MNBC DT	03/09/2020	03/15/2020	M-Su 9a-4p	X	X	X	X	X	X	X	8	\$8.00	\$64.00	30
12	12		National Political Bundle	74   74	MSNBC	9810	MNBC DT	03/16/2020	03/16/2020	M 9a-4p	X							1	\$8.00	\$8.00	30
13	13		National Political Bundle	74   74	MSNBC	9810	MNBC EF	03/09/2020	03/15/2020	M-Su 4p-7p	X	X	X	X	X	X	X	8	\$15.00	\$120.00	30
14	14		National Political Bundle	74   74	MSNBC	9810	MNBC EF	03/16/2020	03/16/2020	M 4p-7p	X							1	\$15.00	\$15.00	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	15		National Political Bundle	74   74	MSNBC	9810	MNBC PT	03/09/2020	03/15/2020	M-Su 7p-12m	X	X	X	X	X	X	X	8	\$32.00	\$256.00	30
16	16		National Political Bundle	74   74	MSNBC	9810	MNBC PT	03/16/2020	03/16/2020	M 7p-12m	X							1	\$32.00	\$32.00	30
56	17		National Political Bundle	74   74	Bravo	9810		03/06/2020	03/08/2020	F-Su 7p-12m					X	X	X	0	\$0.00	\$0.00	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 # 2975555**

<b>Traffic Order #</b>	614712,614713	<b># of Weeks</b>	3	<b>Active</b>	Yes
<b>Order #</b>	2975555	<b>Created On</b>	3/5/2020 1:00:14 PM	<b>Order Status</b>	Contract Confirmed
<b>Order Descrp</b>	62741638 POL CANDIDATE BIDEN FOR PRESIDENT CHI	<b>Created By</b>	NCC_Gateway_User	<b>Gross \$</b>	42256.00
<b>Client</b>	BIDEN FOR PRESIDENT - NCC - CHI	<b>Updated On</b>	3/5/2020 2:00:25 PM	<b>Net \$</b>	30424.32
<b>Start Date</b>	3/2/2020	<b>Updated By</b>	Reinhart, Susanne	<b>Units</b>	155
<b>End Date</b>	3/22/2020	<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>	