

Publisher	
Publisher	Collective AMP Network
Phone	646-790-8567
Fax	

Account Executive	
Name	Alexandra Sharp
Email	asharp@coxds.com
Phone	609-221-7754

Campaign Information	
Advertiser	Elements
Campaign Name	Elements_Cherry Hill, NJ_12/30/13-10/12/14
Campaign IO Number	305985
IO Version Number	1
Account Manager	Michael Gatto
Account Manager Email	mgatto@coxds.com
AM Phone	212-588-2830
AM Fax	
Campaign Manager	Anna Pesti
Campaign Manager Email	apesti@coxds.com
Campaign Goal	Maximize Total Conversions
Campaign Secondary Goal	CTR >= 0.25 %
Campaign Tertiary Goal	Full Delivery

Billing	
Bill To	Cox Digital Solutions
Frequency	Monthly (Prorated)
Billing Contact	CDS Billing (Mary Ann Lynch)
Email	SiteInquiries@coxds.com
Phone	212-588-2828
Address	Bill to: Cox Digital Solutions 885 2nd Ave 25th Floor New York, NY 10017

Elements_Cherry Hill, NJ_12/30/13-10/12/14: 12/30/2013- 6/15/2014									
Placement Name	Proposal Line Item ID	Targeting	Start	End	Units	Type	Rate	Total	Notes
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_12/30-1/19	276046936	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	12/30/2013	1/19/2014	75,000	CPM	\$5.50	\$412.50	
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_1/27-2/16	276046946	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	1/27/2014	2/16/2014	75,000	CPM	\$5.50	\$412.50	
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_3/17-4/6	276046956	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	3/17/2014	4/6/2014	75,000	CPM	\$5.50	\$412.50	

Placement Name	Proposal Line Item ID	Targeting	Start	End	Units	Type	Rate	Total	Notes
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_4/21-5/11	276046966	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	4/21/2014	5/11/2014	75,000	CPM	\$5.50	\$412.50	
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_5/26-6/15	276046976	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	5/26/2014	6/15/2014	75,000	CPM	\$5.50	\$412.50	
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_7/14-8/3	276046986	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	7/14/2014	8/3/2014	75,000	CPM	\$5.50	\$412.50	
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_9/22-10/12	276046996	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	9/22/2014	10/12/2014	75,000	CPM	\$5.50	\$412.50	
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_12/30-1/19	276047006	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	12/30/2013	1/19/2014	32,125	CPM	\$0.01	\$0.32	
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_1/27-2/16	276047016	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	1/27/2014	2/16/2014	32,125	CPM	\$0.01	\$0.32	
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_3/17-4/6	276047026	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	3/17/2014	4/6/2014	32,125	CPM	\$0.01	\$0.32	
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_4/21-5/11	276047036	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	4/21/2014	5/11/2014	32,125	CPM	\$0.01	\$0.32	
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_5/26-6/15	276047046	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	5/26/2014	6/15/2014	32,125	CPM	\$0.01	\$0.32	

Placement Name	Proposal Line Item ID	Targeting	Start	End	Units	Type	Rate	Total	Notes
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_7/14-8/3	276047056	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	7/14/2014	8/3/2014	32,125	CPM	\$0.01	\$0.32	
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_8/18-9/7	276047066	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	8/18/2014	9/7/2014	32,125	CPM	\$0.01	\$0.32	
CDS Custom Segment Targeting 10 Mile Radius of Cherry Hill, NJ_8/18-9/7	276047076	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	8/18/2014	9/7/2014	75,000	CPM	\$5.50	\$412.50	
CDS Added Value RON Targeting 10 Mile Radius of Cherry Hill, NJ_9/22-10/12	276047086	Site:http://www.Collective.com Section: Other Ad Size(s): 160x600, 300x250, 728x90	9/22/2014	10/12/2014	32,125	CPM	\$0.01	\$0.32	
Facebook.com_Sidebar Display_99x72_Geo-Targeted to Cherry Hill, NJ_12/30-1/19	276047296	Site:http://www.Collective.com Section: Other Ad Size(s): 1x1	12/30/2013	1/19/2014	225,000	CPM	\$1.75	\$393.75	
Facebook.com_Sidebar Display_99x72_Geo-Targeted to Cherry Hill, NJ_1/27-2/16	276047306	Site:http://www.Collective.com Section: Other Ad Size(s): 1x1	1/27/2014	2/16/2014	225,000	CPM	\$1.75	\$393.75	
Facebook.com_Sidebar Display_99x72_Geo-Targeted to Cherry Hill, NJ_3/17-4/6	276047316	Site:http://www.Collective.com Section: Other Ad Size(s): 1x1	3/17/2014	4/6/2014	225,000	CPM	\$1.75	\$393.75	
Facebook.com_Sidebar Display_99x72_Geo-Targeted to Cherry Hill, NJ_4/21-5/11	276047336	Site:http://www.Collective.com Section: Other Ad Size(s): 1x1	4/21/2014	5/11/2014	225,000	CPM	\$1.75	\$393.75	
Facebook.com_Sidebar Display_99x72_Geo-Targeted to Cherry Hill, NJ_5/26-6/15	276047346	Site:http://www.Collective.com Section: Other Ad Size(s): 1x1	5/26/2014	6/15/2014	225,000	CPM	\$1.75	\$393.75	

Contracts Totals

CPM Revenue	\$5,271.32	eCPM	\$2.66	Impressions	1,982,000
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CPC Revenue		eCPC		Clicks	
Flat fee Revenue		Effective Flat fee Rate		Flat fee	
Total Revenue	\$5,271.32				

Signatures					
Publisher			Cox Digital Solutions		
Print Name			Print Name		
Signature			Signature		
Date			Date		

Terms and Conditions

Ad Placement Terms: This IO is subject to the [IAB Standard Terms and Conditions Version 3.0](#). Publisher must comply with all ad placement specifications and restrictions on the IO. 2. Publisher must deliver impressions as evenly and balanced as possible over the entire flight of the campaign unless otherwise noted or specified on the IO. Billing Terms : 1. Invoices are to be sent to: Mary Ann Lynch, Cox Digital Solutions, 885 2nd Ave. , 25th Floor, New York, NY 10017, and should include the IO number, Advertiser, Brand name, the number of impressions and CPM for the month of service with their net costs associated with the order. 2. Each IO must be on a separate invoice. 3. All invoices must be presented each month on a monthly calendar basis for services provided over the life of the IO, and must clearly show an invoice number, date and the month of service. 4. No invoice will be accepted that is presented before the month of service. 5. Cox Digital Solutions will make payment 60 days from its receipt of invoice. 6. All Impressions to be served to US traffic only, unless otherwise noted above.