

Publisher	
Publisher	Collective AMP Network
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Account Executive	
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Campaign Information	
Advertiser	TuftsMetroWest
Campaign Name	Tufts Medical Center_MWMC_7/14-11/2
Campaign IO Number	348005
IO Version Number	1
Account Manager	Holly Rodiger
Account Manager Email	hrodiger@coxds.com
AM Phone	2125882851
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Campaign Manager	Jason Mui
Campaign Manager Email	jmui@coxds.com
Campaign Goal	Maximize CTR
Campaign Secondary Goal	Other : Engagement
Campaign Tertiary Goal	Other : Efficiency

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

Tufts Medical Center_MWMC_7/14-11/2: 7/14/2014- 11/2/2014								
Placement Name	Proposal Line Item ID	Targeting	Flight Dates	Units	Type	Rate	Total	Notes
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_160x600,728x90,300x250_7/14-7/31	282435896	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600, 300x250, 728x90	7/14/2014 - 7/31/2014	148,182	CPM	\$5.50	\$815.00	Tier 1 Markets (PSA) * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_160x600,728x90,300x250_7/14-7/31	282435906	Site:http://www.Collective.com	7/14/2014 - 7/31/2014	125,385	CPM	\$6.50	\$815.00	Tier 1 Markets (PSA)

Placement Name	Proposal Line Item ID	Targeting	Flight Dates	Units	Type	Rate	Total	Notes
s,A25-54_GeoTier1and2Mrkts_300x600_7/14-7/31		com Section: ROS Ad Size(s): 300x600						<ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
Facebook.com_RunofRightRail_Geotargeted toTier1and2Markets_99x72_7/14-7/31	282437266	Site:http://www.Collective.com Section: ROS Ad Size(s): 1x1	7/14/2014 - 7/31/2014	465,714	CPM	\$1.75	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSMobile/TabletCT:Moms,Parents,HealthDecisionMakers,GeoTier1and2Mrkts_320x50,728x90_7/14-7/31	282438106	Site:http://www.Collective.com Section: ROS Ad Size(s): 728x90, 320x50	7/14/2014 - 7/31/2014	101,875	CPM	\$8.00	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_160x600,728x90,300x250_8/1-8/31	282438216	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600,	8/1/2014 - 8/31/2014	148,182	CPM	\$5.50	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA

Placement Name	Proposal Line Item ID	Targeting	Flight Dates	Units	Type	Rate	Total	Notes
		300x250, 728x90						Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_300x600_8/1-8/31	282438226	Site:http://www.Collective.com Section: ROS Ad Size(s): 300x600	8/1/2014 - 8/31/2014	125,385	CPM	\$6.50	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
Facebook.com_RunofRightRail_GeotargetedtoTier1and2Markets_99x72_8/1-8/31	282438236	Site:http://www.Collective.com Section: ROS Ad Size(s): 1x1	8/1/2014 - 8/31/2014	465,714	CPM	\$1.75	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSMobile/TabletCT:Moms,Parents,HealthDecisionMakers,GeoTier1and2Mrkts_320x50,728x90_8/1-8/31	282438256	Site:http://www.Collective.com Section: ROS Ad Size(s): 728x90, 320x50	8/1/2014 - 8/31/2014	101,875	CPM	\$8.00	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA

Placement Name	Proposal Line Item ID	Targeting	Flight Dates	Units	Type	Rate	Total	Notes
								<ul style="list-style-type: none"> * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_160x600,728x90,300x250_9/1-9/30	282439456	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600, 300x250, 728x90	9/1/2014 - 9/30/2014	148,182	CPM	\$5.50	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_300x600_9/1-9/30	282439466	Site:http://www.Collective.com Section: ROS Ad Size(s): 300x600	9/1/2014 - 9/30/2014	125,385	CPM	\$6.50	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
Facebook.com_RunofRightRail_GeotargetedtoTier1and2Markets_99x72_9/1-9/30	282439476	Site:http://www.Collective.com Section: ROS Ad Size(s): 1x1	9/1/2014 - 9/30/2014	465,714	CPM	\$1.75	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA

Placement Name	Proposal Line Item ID	Targeting	Flight Dates	Units	Type	Rate	Total	Notes
								<ul style="list-style-type: none"> * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSMobile/TabletCT:Moms,Parents,HealthDecisionMakers,GeoTier1and2Mrkts_320x50,728x90_9/1-9/30	282439496	Site:http://www.Collective.com Section: ROS Ad Size(s): 728x90, 320x50	9/1/2014 - 9/30/2014	101,875	CPM	\$8.00	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_160x600,728x90,300x250_10/1-11/2	282440766	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600, 300x250, 728x90	10/1/2014 - 11/2/2014	148,182	CPM	\$5.50	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSCT/BT:Parents,HealthcareDecisionMakers,A25-54_GeoTier1and2Mrkts_300x600_10/1-11/2	282440776	Site:http://www.Collective.com Section: ROS Ad Size(s): 300x600	10/1/2014 - 11/2/2014	125,385	CPM	\$6.50	\$815.00	Tier 1 Markets (PSA) <ul style="list-style-type: none"> * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) <ul style="list-style-type: none"> * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA

Placement Name	Proposal Line Item ID	Targeting	Flight Dates	Units	Type	Rate	Total	Notes
								* Southborough, MA * Holiston, MA
Facebook.com_RunofRightRail_Geotargeted toTier1and2Markets_99x72_10/1-11/2	282440786	Site:http://www.Collective.com Section: ROS Ad Size(s): 1x1	10/1/2014 - 11/2/2014	465,714	CPM	\$1.75	\$815.00	Tier 1 Markets (PSA) * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDSMobile/TabletCT:Moms,Parents,HealthDecisionMakers,GeoTier1and2Mrkts_320x50,728x90_10/1-11/2	282440806	Site:http://www.Collective.com Section: ROS Ad Size(s): 728x90, 320x50	10/1/2014 - 11/2/2014	101,875	CPM	\$8.00	\$815.00	Tier 1 Markets (PSA) * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA
CDS AddedValue RON_GeoTier1and2Mrkts_160x600,728x90,300x250_7/14-11/2	282440816	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600, 300x250, 728x90	7/14/2014 - 11/2/2014	82,565	CPM	\$0.01	\$0.83	Tier 1 Markets (PSA) * Framingham, MA * Natick, MA * Ashland, MA Tier 2 Markets (SSA) * Marlborough, MA * Hopkinton, MA * Sudbury, MA * Wayland, MA * Medway, MA * Franklin, MA * Millis, MA * Southborough, MA * Holiston, MA

CPM Revenue	\$13,040.84	eCPM	\$3.78	Impressions	3,447,189
CPC Revenue		eCPC		Clicks	
Flat fee Revenue		Effective Flat fee Rate		Flat fee	
Total Revenue	\$13,040.84				

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.