

"Julie Axelrad" <julie.axelrad@centro.net>

To: "Albert, Lorie" <LAlbert@republicmedia.com>

Cc: "Fair, Jason" <jfair@azcentral.com>, "Gentry, Stacy" <sgentry@azcentral.com>, "Rochelle Truxal" <rochelle.truxal@centro.net>, "Evan Smith" <evan.smith@centro.net>
AOTRCO002 - AZCentral.com - ATTENTION!

April 4, 2013 1:37 PM

1 Attachment, 34 KB

Hey Lorie, Jason and Stacy,

I hope your Thursday is going well! I've attached the updated AOTRC002 reporting.

Delivery for April is off to a slow start. Please continue to increase delivery where you can!

Thank you!
Julie

Site	Placement	Size	Start Date	End Date	Cost Structure	Contract IMPS	Delivered IMPS	Pace %	Click Thru Rate %
AZCentral.com									
AZCentral.com	Travel - GRAHAM COUNTY PARTNER - #2445	300x250, 728x90, 160x600	4/1/13	4/30/13	CPM	50,035	812	24.34%	0.49%
AZCentral.com	Travel - LAKE HAVASU CITY PARTNER - #2445	300x250, 728x90, 160x600	4/1/13	4/30/13	CPM	50,035	1,018	30.52%	0.49%
AZCentral.com	Travel - CITY OF PRESCOTT PARTNER - #2445	300x250, 728x90, 160x600	4/1/13	6/30/13	CPM	184,842	4,650	114.46%	0.26%

julie axelrad | campaign analyst | centro

... p 312.281.5554

From: Alicia Bowers [mailto:alicia.bowers@centro.net]

Sent: Thursday, March 28, 2013 11:41 AM

To: 'Julie Axelrad'; 'Albert, Lorie'

Cc: 'Lindsay Bardach'; 'Fair, Jason'; 'Gentry, Stacy'

Subject: RE: AOTRCO002 - AZCentral.com - ATTENTION!

Hi Lorie, Jason & Stacy,

Please confirm adjustments are being made to boost the below placement.

Thanks!

alicia | account coordinator | centro

... p 972.546.0728

From: Julie Axelrad [mailto:julie.axelrad@centro.net]

Sent: Thursday, March 28, 2013 11:26 AM

To: 'Albert, Lorie'; 'Schmitz, Melissa'

Cc: 'Lindsay Bardach'; 'Alicia Bowers'; 'Fair, Jason'

Subject: AOTRCO002 - AZCentral.com - ATTENTION!

Hey Lorie,

I hope you're doing well today! I've attached the updated AOTRCO002 reporting.

Delivery is still very low for the BT placement. Please continue to do what you can to get delivery up. By removing the BT on the next flight, we hope to avoid this issue next month.

Thanks!
Julie



Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %	Click Thru Rate %	Site Projected Balance
AZCentral.com									
AZCentral.com	Travel - GRAHAM COUNTY PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	150,105	161,336	112.66%	0.23%	\$ -
AZCentral.com	Travel - LAKE HAVASU CITY PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	150,000	160,511	112.16%	0.19%	\$ -
AZCentral.com	Travel - FLAGSTAFF CVB PARTNER - #2444	300x250, 728x90, 160x600	3/1/13	3/31/13	100,070	103,914	119.23%	0.16%	\$ -
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	234,060	104,073	46.61%	0.05%	\$ (1,374.69)

julie axelrad | campaign analyst | centro

... p 312.281.5554

From: Julie Axelrad [mailto:julie.axelrad@centro.net]
Sent: Thursday, March 21, 2013 10:16 AM
To: 'Albert, Lorie'; 'Schmitz, Melissa'
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'; 'Fair, Jason'
Subject: AOTRCO002 - AZCentral.com - ATTENTION!

Hi Lorie,

I hope all is well with you! I've attached the updated AOTRCO002 reporting.

Pacing is still very far behind for the BT placement. Please continue to ramp up delivery where possible.

Thank you,
Julie

Site	Placement	Size	Start Date	End Date	Cost Structure	Contract IMPS	Delivered IMPS	Pace %	Click Thru Rate %	Site Projected Balance
AZCentral.com										
AZCentral.com	Travel - GRAHAM COUNTY PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	CPM	150,105	149,780	114.23%	0.23%	\$ -
AZCentral.com	Travel - LAKE HAVASU CITY PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	CPM	150,000	149,902	114.40%	0.19%	\$ -
AZCentral.com	Travel - FLAGSTAFF CVB PARTNER - #2444	300x250, 728x90, 160x600	3/1/13	3/31/13	CPM	100,070	81,036	125.52%	0.15%	\$ -
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	CPM	234,060	95,023	46.47%	0.05%	\$ (1,378.12)

julie axelrad | campaign analyst | centro

... p 312.281.5554

From: Julie Axelrad [mailto:julie.axelrad@centro.net]
Sent: Thursday, March 14, 2013 5:36 PM
To: 'Albert, Lorie'; 'Schmitz, Melissa'
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'; 'Fair, Jason'
Subject: AOTRCO002 - AZCentral.com - ATTENTION!

Hi Lorie,

Hope your week is going well! I've attached the updated AOTRCO002 reporting.

Thanks for adjusting delivery last week. Unfortunately, pacing hasn't improved for the BT line item though. Please just keep an eye on this one to see if we can increase at any point.

Thank you!
Julie

julie axelrad | campaign analyst | centro

... p 312.281.5554

From: Albert, Lorie [mailto:ALbert@republicmedia.com]
Sent: Friday, March 08, 2013 5:51 PM
To: Julie Axelrad; Schmitz, Melissa
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'; Fair, Jason
Subject: RE: AOTRCO002 - AZCentral.com - ATTENTION!

Hi Julie...

We have brought this to the attention of our launch team and they have optimized the Prescott placements the best they can for being BT targeted. We should see a lift in deliver over the next week, however there is a chance the delivery may fall short overall. We will keep an eye on it, but be advised we may have to roll impressions into the Apr/May/June flight. Thanks so much & have a great weekend...

Lorie Albert
Digital Account Manager
ph 602-444-4391

From: Julie Axelrad [<mailto:julie.axelrad@centro.net>]
Sent: Wednesday, March 06, 2013 1:59 PM
To: Albert, Lorie; Schmitz, Melissa
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'
Subject: AOTRC0002 - AZCentral.com - ATTENTION!

Hey Lorie and Melissa,

I hope all is well with you both! I've attached the updated AOTRCO002 campaign reporting.

Pacing is not yet improving. Please confirm that you have increased delivery for this unit below to ensure full delivery by the end of the month. Please let us know if you foresee issues delivering this placement in full by then.

Thanks so much!
Julie

Site	Placement	Size	Start Date	End Date	Cost Structure	Contract IMPS	Delivered IMPS	Pace %	Click Thru Rate %
AZCentral.com									
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	CPM	234,060	74,069	45.13%	0.05%

julie axelrad | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5554

From: Darcy Johanson [<mailto:darcy.johanson@centro.net>]

Sent: Tuesday, February 26, 2013 11:44 AM

To: 'Jaclyn Coate'; 'Albert, Lorie'; 'Schmitz, Melissa'

Cc: 'Lindsay Bardach'; 'Aliciana Bowers'

Subject: AOTRC002 - AZCentral.com - Attention Needed, Projected to Lose \$1,642

Hi Lorie & Melissa!

I hope you're having a great day! Attached is an updated report for AOTRC002.

Pacing continues to be an issue for the following placements. Can you please give them a big boost in order to deliver and confirm?

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %	Site Projected Balance
AZCentral.com								
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	2/28/13	200,140	162,926	87.36%	\$ (278.22)
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	234,060	67,046	47.02%	\$ (1,364.04)

Thanks a lot!

Best,
Darcy

darcy johanson | campaign analyst coordinator | **centro**

EXPERTS IN MEDIA LOGISTICS | p 312.281.5597

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]

Sent: Tuesday, February 19, 2013 5:06 PM

To: 'Albert, Lorie'; 'Schmitz, Melissa'

Cc: 'Lindsay Bardach'; 'Darcy Johanson'; 'Aliciana Bowers'

Greetings Team,

Hope this email finds you all well!!! Attached is an updated report for the **AOTRC0002** campaign.

Note under delivery highlighted below in yellow. Please boost the placements in order to deliver and confirm!!

[illegible]

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	2/28/13	200,140	143,376	92.71%
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	234,060	58,523	47.29%

Thanks!!

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN [MEDIA LOGISTICS](#)

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Monday, February 11, 2013 11:25 AM
To: 'Albert, Lorie'; 'Schmitz, Melissa'
Cc: 'Lindsay Bardach'; 'Darcy Johanson'; 'Aliciana Bowers'
Subject: AOTRC0002 - AZCentral.com - Attention Needed

Happy Monday All!!

Hope this email finds you all well!!! Attached is an updated report for the **AOTRC0002** campaign.

Note under delivery highlighted below in yellow. Please boost the placements in order to deliver and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	2/28/13	200,140	111,510	94.29%
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	234,060	50,452	49.35%

Thanks!!

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN [MEDIA LOGISTICS](#)

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Wednesday, January 30, 2013 11:08 AM
To: 'Albert, Lorie'; 'Schmitz, Melissa'
Cc: 'Lindsay Bardach'; 'Darcy Johanson'; 'Aliciana Bowers'
Subject: AOTRC0002 - AZCentral.com - Attention Needed

Happy Wednesday Team!

Hope this email finds you all well!!! Attached is an updated report for the **AOTRC0002** campaign.

Note under delivery highlighted below in yellow. Please boost the placements in order to deliver and confirm!!

			Start	End	Contract	Delivered	
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Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	2/28/13	200,140	58,772	92.29%
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	234,060	36,419	52.07%

Thanks!!

Best,
Jaclyn

jaclyn coate | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Darcy Johanson [<mailto:darcy.johanson@centro.net>]
Sent: Friday, January 25, 2013 11:08 AM
To: 'Jaclyn Coate'; 'Albert, Lorie'; 'Schmitz, Melissa'
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'
Subject: AOTRCO002 - AZCentral.com - Attention Needed!!

Hi Melissa,

Happy Friday! Attached is an updated report for AOTRCO002.

Unfortunately, we're seeing quite a bit of under delivery on the following placements. Please continue to boost delivery and let us know if you anticipate any difficulty with delivering on these placements.

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %	Site Projected Balance
AZCentral.com								
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	2/28/13	200,140	38,789	94.75%	\$ (115.55)
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	234,060	29,716	52.60%	\$ (1,220.46)

Thanks a lot!

Best,
Darcy

darcy johanson | campaign analyst coordinator | centro

EXPERTS IN MEDIA LOGISTICS | p 312.281.5597

From: Darcy Johanson [<mailto:darcy.johanson@centro.net>]
Sent: Tuesday, January 22, 2013 12:58 PM
To: 'Jaclyn Coate'; 'Albert, Lorie'
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'
Subject: AOTRCO002 - AZCentral.com - Attention Needed!!

Hi Lorie!

I hope you had a great weekend! Attached is an updated report for AOTRCO002.

The below placements are pacing behind schedule. Can you please boost delivery in order to deliver in full and confirm?

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AZCentral.com							
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	234,060	15,269	51.60%

Thanks a lot!

Best,
Darcy

darcy johanson | campaign analyst coordinator | centro

EXPERTS IN MEDIA LOGISTICS | p 312.281.5597

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Tuesday, January 08, 2013 10:35 AM
To: 'Albert, Lorie'
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'
Subject: AOTRCO002 - AZCentral.com - Attention Needed
Importance: High

Good Morning Lorie!

Hope this email finds you all well!!! Attached is an updated report for the **AOTRCO002** campaign.

Note under delivery highlighted below in yellow. Please boost the placement in order to deliver and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2444	300x250, 728x90, 160x600	1/1/13	3/31/13	184,842	4,371	51.43%

Thanks!!

Best,
Jaclyn

jaclyn coate | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Tuesday, December 04, 2012 9:02 PM
To: 'Jaclyn Coate'; 'Albert, Lorie'
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'
Subject: AOTRCO002 - AZCentral.com - Attention Needed

Greetings Team,

Hope this email finds you all well!!! Attached is an updated report for the **AOTRCO002** campaign.

Note under delivery highlighted below in yellow. Please boost the placement(s) in order to deliver and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - Yuma Visitors Bureau - #2443	300x250, 728x90, 160x600	12/1/12	12/31/12	50,035	3,427	70.78%

Thanks!!

Best,
Jaclyn

jaclyn coate | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Wednesday, November 28, 2012 10:35 AM
To: 'Albert, Lorie'
Cc: 'Lindsay Bardach'; 'Aliciana Bowers'
Subject: AOTRCO002 - AZCentral.com - Attention Needed

Greetings Team,

Hope this email finds you all well!! Attached is an updated report for the **AOTRCO002** campaign.

Note under delivery highlighted below in yellow. Please boost the placement(s) in order to deliver and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	11/30/12	123,228	66,667	60.11%

Thanks!!

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]

Sent: Wednesday, November 21, 2012 1:34 PM

To: 'Albert, Lorie'; 'Gina Sopron'; 'Aliciana Bowers'

Cc: 'Lindsay Bardach'

Subject: AOTRCO002 - AZCentral.com - Attention Needed

Good Afternoon Lorie!!

I hope you are having a great day so far. I have attached an update report above. Please note the below flights is pacing behind. Please boost in order to reach closer to 100% pacing and confirm!! Also note – we are not currently showing any live tags for the White Mountains Partner. Can you please advise as to what might be the implementation issue? Thank you in advance for your help!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	12/31/12	100,070	-	-
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	11/30/12	123,228	48,147	58.61%
AZCentral.com	Travel - GLOBE MIAMI PARTNER #2443	In Unit Video (300x250)	10/1/12	11/30/12	100,070	76,519	98.96%

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Albert, Lorie [<mailto:LAlbert@republicmedia.com>]

Sent: Wednesday, November 21, 2012 12:42 PM

To: Gina Sopron; 'Jaclyn Coate'; 'Aliciana Bowers'

Cc: 'Lindsay Bardach'

Subject: RE: AOTRCO002 - AZCentral.com - Attention Needed

Importance: High

Hi team...

We are quite stumped on our end because we have never received the tags from your team for White Mountain placements (which I have been following up on, emails attached) so we do not know how you are showing delivery on your end if we never received tags to implement.

Can you please double check that the reporting you are pulling is indeed for AZCentral? And also please advise when we will receive the White Mtn creative? Per the attached email I sent yesterday:

Since we are now so late into the flight, I will advise that we run a very high risk of the original impression request not fulfilling in the remaining time frame.

Lorie Albert

Digital Account Manager

ph 602-444-4391

From: Gina Sopron [<mailto:gina.sopron@centro.net>]

Sent: Wednesday, November 21, 2012 9:25 AM

To: 'Jaclyn Coate'; 'Aliciana Bowers'; Centro Digital

Cc: 'Lindsay Bardach'
Subject: AOTRC0002 - AZCentral.com - Attention Needed

Hello Team,

I hope you are having a great day! Attached is the updated report for AOTRC002.

The following placements are pacing low, please increase delivery.

Site	Placement	Size	Start Date	End Date	Cost Structure	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	12/31/12	CPM	100,070	8,820	38.93%
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	11/30/12	CPM	123,228	48,147	58.61%
AZCentral.com	Travel - GLOBE MIAMI PARTNER #2443	In Unit Video (300x250)	10/1/12	11/30/12	CPM	100,070	76,519	98.96%

Best,
Gina

gina sopron | campaign analyst coordinator | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5579 |

222 Hubbard St., Suite 400 Chicago, IL 60654

Centro.net

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Tuesday, November 13, 2012 10:02 AM
To: 'Aliciana Bowers'; 'AZCentral.com Catch-All'
Cc: 'Lindsay Bardach'
Subject: AOTRC0002 - AZCentral.com - Attention Needed

Greetings Team,

Hope this email finds you all well!! Attached is an updated report for the **AOTRC0002** campaign.

Note high in red and low in yellow (highlighted below). Please boost and slow the appropriate placement in order to deliver closer to 100% pacing and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - GRAHAM COUNTY PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	12/31/12	100,070	18,820	95.60%
AZCentral.com	Travel - LAKE HAVASU CITY PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	12/31/12	100,070	26,320	133.70%
AZCentral.com	Travel - WHITE MOUNTAINS PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	12/31/12	100,070	3,243	42.94%
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	11/30/12	123,228	28,893	58.62%
AZCentral.com	Travel - GLOBE MIAMI PARTNER #2443	In Unit Video (300x250)	10/1/12	11/30/12	100,070	51,838	87.66%

Thanks!!

Best,
Jaclyn

jaclyn coate | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Thursday, November 08, 2012 2:03 PM
To: 'Aliciana Bowers'; 'AZCentral.com Catch-All'
Cc: 'Lindsay Bardach'
Subject: AOTRC0002 - AZCentral.com - Attention Needed

Greetings Team,

Hope this email finds you all well!! Attached is an updated report for the **AOTRC0002** campaign.

Unfortunately we are not seeing much improvement on delivery. Note over delivery highlighted below in red. Please slow the placement in order to reach closer to 100% pacing! Also note the under delivery highlighted in yellow. Please boost the placement in order to deliver and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - GRAHAM COUNTY PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	12/31/12	100,070	10,971	95.54%
AZCentral.com	Travel - LAKE HAVASU CITY PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	12/31/12	100,070	15,424	134.32%
AZCentral.com	ROS - BT Travel Intenders - CITY OF PRESCOTT PARTNER - #2443	300x250, 728x90, 160x600	11/1/12	11/30/12	123,228	18,056	62.80%
AZCentral.com	Travel - GLOBE MIAMI PARTNER #2443	In Unit Video (300x250)	10/1/12	11/30/12	100,070	40,978	85.80%

Thanks!!

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Tuesday, October 30, 2012 4:27 PM
To: 'Aliciana Bowers'; 'AZCentral.com Catch-All'
Cc: 'Lindsay Bardach'
Subject: AOTRC0002 - AZCentral.com - Attention Needed

Greetings Team,

Hope this email finds you all well!!! Attached is an updated report for the **AOTRC0002** campaign.

Some improvement from last week! Unfortunately, we are still seeing underdelivery (below in yellow). Please boost in order to deliver and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - GLOBE MIAMI PARTNER #2443	In Unit Video (300x250)	10/1/12	11/30/12	100,070	21,766	79.75%

Thanks!!

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]
Sent: Wednesday, October 24, 2012 11:15 AM
To: 'Matt O`Malley'; 'Aliciana Bowers'; 'AZCentral.com Catch-All'
Cc: 'Lindsay Bardach'
Subject: AOTRC0002 - AZCentral.com - Attention Needed

Greetings Team,

Hope this email finds you all well!!! Attached is an updated report for the **AOTRC0002** campaign.

Note under delivery highlighted below in yellow. Please boost the placement(s) in order to deliver and confirm!!

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Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
AZCentral.com							
AZCentral.com	Travel - GLOBE MIAMI PARTNER #2443	In Unit Video (300x250)	10/1/12	11/30/12	100,070	8,186	59.99%

Thanks!!

Best,
Jaclyn

[jaclyn.coate](#) | campaign analyst | [centro](#)

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

-----Original Message-----

From: Matt O'Malley [<mailto:matt.omalley@centro.net>]

Sent: Wednesday, October 17, 2012 1:20 PM

To: 'Aliciana Bowers'; 'AZCentral.com Catch-All'

Cc: 'Lindsay Bardach'

Subject: AOTRCO002 - AZCentral.com - CREATIVE

Hey AZCentral,

Happy Wednesday!

Here are the Globe Miami and Lake Havasu creative for AOTRCO002. Please launch per the IO and send screenshots once live. The rest of the creative will be coming your way shortly.

Let me know if you have any issues.

Sláinte!

Matt

matt o'malley | sr campaign manager | [centro](#) ----- EXPERTS IN MEDIA LOGISTICS

----- p 312.397.3362 -----

222 Hubbard St., Suite 400 Chicago, IL 60654 ----- [Centro.net](#) | [Blog](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

-----Original Message-----

From: Aliciana Bowers [<mailto:alicia.bowers@centro.net>]

Sent: Friday, September 21, 2012 4:32 PM

To: AZCentral.com Catch-All

Cc: Lindsay Bardach; Aliciana Bowers

Subject: Site IO - Arizona Office of Tourism AOTRCO002 - AZCentral.com

Hello AZCentral.com,

We have an Insertion Order from Centro for you!

Happy Friday!!!

Please see the IO for the AOT Rural Co-Op Partner campaign. Please carefully review the IO in the link below and be sure to accept in the system if all is approved.

Let us know if you have any questions or concerns!!

Aliciana

You can access the Insertion Order at:

http://publishers.transis.com/publisher_orders/102964

Cheers,

Aliciana Bowers
alicia.bowers@centro.net
(972) 546-0728
Phoenix - Oklahoma City

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