

"Darcy Johanson" <darcy.johanson@centro.net>  
To: "Renelt, Karl" <Karl.Renelt@penton.com>  
Cc: "Jared Rosenbloom" <jared.rosenbloom@centro.net>  
PNC015 - PentonMedia.com - Attention Needed

April 4, 2013 10:54 AM

1 Attachment, 29 KB

Hi Karl,

I Hope you're having a great day! Attached is an updated report for the PNC015 campaign.

Unfortunately, delivery continues to slip on the below Modern Baking and Restaurant Hospitality placements. Can you please give them a boost in order to ensure full and even delivery throughout the campaign? Please confirm!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
PentonMedia.com							
PentonMedia.com	Modern Baking (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	3,991	87.32%
PentonMedia.com	Restaurant Hospitality (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	4,370	95.61%

Thanks,  
Darcy

darcy johanson | campaign analyst coordinator | centro

... p 312.281.5597

**From:** Darcy Johanson [mailto:darcy.johanson@centro.net]  
**Sent:** Thursday, March 28, 2013 10:18 AM  
**To:** 'Renelt, Karl'  
**Cc:** 'Jared Rosenbloom'  
**Subject:** PNC015 - PentonMedia.com - Attention Needed

Good Morning Karl!

I hope this email finds you well! attached is an updated report on the PNC015 campaign.

Pacing has fallen a bit on the Modern Baking and Restaurant Hospitality placements- please increase delivery on those in order to reach 100% pacing. Additionally, feel free to slow delivery on the Retail Traffic placement to bring pacing closer to 115%.

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
PentonMedia.com							
PentonMedia.com	Modern Baking (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	3,563	88.45%
PentonMedia.com	Restaurant Hospitality (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	3,914	97.17%
PentonMedia.com	Retail Traffic (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	5,974	148.30%

Thanks a lot!

Best,  
Darcy

darcy johanson | campaign analyst coordinator | centro

... p 312.281.5597

**From:** Darcy Johanson [<mailto:darcy.johanson@centro.net>]  
**Sent:** Thursday, March 21, 2013 10:25 AM  
**To:** 'Renelt, Karl'  
**Cc:** 'Jared Rosenbloom'  
**Subject:** PNC015 - PentonMedia.com - Attention Needed

Hi Karl,

I hope you're having a great week! Attached is an updated report for the PNC015 campaign.

Can you please give the Modern Baking & Restaurant Hospitality placements a little boost, and slow delivery on the Retail Traffic placement so pacing is closer to 115%?

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
<b>PentonMedia.com</b>							
PentonMedia.com	Modern Baking (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	3,177	91.14%
PentonMedia.com	Restaurant Hospitality (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	3,444	98.80%
PentonMedia.com	Retail Traffic (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	5,386	154.51%

Thanks a lot!

Best,  
Darcy

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

+++ p 312.281.5597

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**From:** Kristin Schutz [<mailto:kristin.schutz@centro.net>]  
**Sent:** Thursday, March 14, 2013 4:02 PM  
**To:** 'Renelt, Karl'  
**Cc:** Jared Rosenbloom; Naila Mattison-Jones  
**Subject:** RE: PNC015 - PentonMedia.com - Attention Needed

Hi Karl,

I can certainly do that :) We will just email you moving forward.

Thanks!

**kristin schutz** | campaign analyst | **centro**

+++ p 212.255.1654

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**From:** Renelt, Karl [<mailto:Karl.Renelt@penton.com>]  
**Sent:** Thursday, March 14, 2013 5:00 PM  
**To:** Kristin Schutz  
**Subject:** RE: PNC015 - PentonMedia.com - Attention Needed

Hi Kristin,

I hope all is well!

If possible, please send these updates to me only going forward if possible. The others you cc'd are not involved in the trafficking on this campaign and I want to avoid confusion.

Thanks!

Karl Renelt  
Director, Online Media and List Rental

Penton Media  
1166 Avenue of the Americas  
10<sup>th</sup> Floor  
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212-204-4221 - office  
646-531-0941 - mobile  
[karl.renelt@penton.com](mailto:karl.renelt@penton.com)  
Company Website: <http://www.penton.com>

Don't forget to ask me about our 114 publications, 30 markets, 6MM subscriber database and 500 data products, that can be used for all of your direct marketing campaigns. Postal, email, customized solutions, lead generation and more.

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**From:** Kristin Schutz [<mailto:kristin.schutz@centro.net>]  
**Sent:** Thursday, March 14, 2013 4:49 PM  
**To:** Renelt, Karl; Goist, Scott; Greener, Jon; 'Chris Kimball'  
**Cc:** 'Jared Rosenbloom'  
**Subject:** PNC015 - PentonMedia.com - Attention Needed

Hi Karl, Scott, Jon and Chris!

I hope your week is going well so far!

Attached is an updated report for PNC015. Can you please continue to increase delivery on the Modern Banking line item and slow delivery on the Retail Traffic line item?

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
PentonMedia.com							
PentonMedia.com	Modern Baking (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	2,733	92.84%
PentonMedia.com	Retail Traffic (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	4,801	163.10%

Thanks!

kristin schutz | campaign analyst | centro

... p 212.255.1654

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**From:** Kristin Schutz [<mailto:kristin.schutz@centro.net>]  
**Sent:** Monday, February 25, 2013 4:10 PM  
**To:** 'Karl Renelt'; 'Scott Goist'; 'Jon Greener'; 'Chris Kimball'  
**Cc:** 'Jared Rosenbloom'  
**Subject:** PNC015 - PentonMedia.com - Attention Needed

Hi Karl, Scott, Jon and Chris!

I hope you had a great weekend!

Attached is an updated report for PNC015. Thank you for adjusting pacing, it looks much better! I think one or two more tweaks and we should be set for a while.

Can you please increase delivery on the Modern Banking line item and slow delivery on the Retail Traffic line item?

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Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
<b>PentonMedia.com</b>							
PentonMedia.com	Modern Baking (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	1,561	95.96%
PentonMedia.com	Retail Traffic (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	3,180	195.48%

Thanks!

kristin schutz | campaign analyst | centro

p 212.255.1654 | f 877.512.8834

**From:** Kristin Schutz [<mailto:kristin.schutz@centro.net>]  
**Sent:** Thursday, February 14, 2013 4:45 PM  
**To:** 'Karl Renelt'; 'Scott Goist'; 'Jon Greener'; 'Chris Kimball'  
**Cc:** 'Jared Rosenbloom'  
**Subject:** PNC015 - PentonMedia.com - Attention Needed

Hi Penton team,

I hope your week is going well so far!

Attached is an updated for PNC015. With just the 728x90s running, can you increase delivery on the following placements?

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
<b>PentonMedia.com</b>							
PentonMedia.com	Modern Baking (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	570	73.58%
PentonMedia.com	Restaurant Hospitality (Retail/Restaurant target)	728x90, 300x250	2/4/13	12/31/13	25,641	661	85.33%

Thanks!

kristin schutz | campaign analyst | centro

p 212.255.1654 | f 877.512.8834

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

**From:** Naila Mattison-Jones [<mailto:naila.mattison-jones@centro.net>]  
**Sent:** Monday, February 04, 2013 11:28 AM  
**To:** 'Jared Rosenbloom'; 'Karl Renelt'  
**Cc:** 'Scott Goist'; 'Jon Greener'; 'Chris Kimball'  
**Subject:** PNC015 - PentonMedia.com - CREATIVE  
**Importance:** High

Hi Karl,

Hope you're having a marvelous Monday!

Attached you will find Atlas and MediaMind tags for PNC015. Please run both sets of tags evenly, per placement. Please schedule and launch per the IO, sending screenshots when live.

Please confirm receipt and feel free to reach out with any questions.

Thank you!

naila mattison-jones | campaign manager | centro

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 EXPERTS IN MEDIA LOGISTICS

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p 646.439.5001

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

From: Jared Rosenbloom [<mailto:jared.rosenbloom@centro.net>]

Sent: Wednesday, January 30, 2013 2:01 PM

To: Karl Renelt

Cc: Scott Goist; Jon Greener; Chris Kimball; Jared Rosenbloom

Subject: Site IO - PNC Bank PNC015 - PentonMedia.com

Hello Karl,

We have an Insertion Order from Centro for you!

Hi Karl,

Here is an official IO for the Business Banking Segment campaign that is starting in a few days! Let us know if you have any questions and tags should be coming shortly.

Thanks!

Jared

You can access the Insertion Order at:

[http://publishers.centro.net/publisher\\_orders/119508](http://publishers.centro.net/publisher_orders/119508)

Cheers,

Jared Rosenbloom

[jared.rosenbloom@centro.net](mailto:jared.rosenbloom@centro.net)

(646) 439-6002



[Report\\_PNC...3.xls \(29 KB\)](#)