

## CAMPAIGNS MANAGED

Live

	Acct Planning Segment	Campaign Count	Site Count	Placement Count	Gross Revenue	Net Revenue
Midwest	1	17	38	704	\$ 735,007	\$ 208,341
	2	2	4	13	\$ 142,650	\$ 39,636
	4	2	2	3	\$ 14,124	\$ 6,080
	tbd	11	35	119	\$ 420,688	\$ 123,614
	Midwest subtotal	32	79	839	\$ 1,312,470	\$ 377,670
South	1	1	1	3	\$ 25,000	\$ 5,083
	tbd	1	2	22	\$ 29,013	\$ 7,256
	South subtotal	2	3	25	\$ 54,013	\$ 12,339
West	1	14	20	216	\$ 383,406	\$ 98,822
	3	4	3	17	\$ 32,612	\$ 10,313
	4	1	2	2	\$ 11,000	\$ 3,367
	tbd	4	8	76	\$ 236,181	\$ 67,591
	West subtotal	23	33	311	\$ 663,198	\$ 180,094
Live SUBTOTAL		57	115	1,175	\$ 2,029,681	\$ 570,102

	Acct Planning Segment	Campaign Count	Site Count	Placement Count	Gross Revenue	Net Revenue
<b>Midwest</b>	1	10	30	134	\$ 338,680	\$ 102,396
	2	1	7	40	\$ 162,799	\$ 38,034
	3	1	4	12	\$ 50,000	\$ 18,619
	tbd	4	12	36	\$ 78,500	\$ 21,816
Midwest subtotal		16	53	222	\$ 629,979	\$ 180,865
<b>South</b>	1	1	2	64	\$ 64,402	\$ 11,866
South subtotal		1	2	64	\$ 64,402	\$ 11,866
<b>West</b>	1	9	19	87	\$ 99,271	\$ 31,277
	3	1	1	4	\$ 4,000	\$ 874
West subtotal		10	20	91	\$ 103,271	\$ 32,151
<b>Pending SUBTOTAL</b>		27	75	377	\$ 797,653	\$ 224,883
<b>TOTAL</b>		84	190	1,552	\$ 2,827,333	\$ 794,985

## PLACEMENTS LAUNCHING TODAY

Placements exceeding \$10K revenue are marked in bold

Campaign ID	Site	Placement	Ad Size	Gross Revenue	Creative Status
COMEDAA006	Facebook.com	Standard ads; Geo to Chicago	110x80	\$ 5,000	Valid - QA Completed

## OTHER HIGH REVENUE PLACEMENTS IN THE NEXT WEEK

Fri, Mar 01

Campaign ID	Site	Placement	Ad Size	Gross Revenue	Creative Status
IWU004	LucidMedia.com	Balanced Targeting (Demographic, Contextual, Behavioral) to Adults 21-44_High School Diploma, Seeking Higher Education or Career Growth/Career Change_Geo-Targeted to all markets listed in RFP - (dCPM)	728x90, 300x250, 160x600	\$ 10,034	Valid - QA Completed
KEISER002	LucidMedia.com	BT: A18-50, Education Intenders/Seekers, Geo-Targeted to Florida	300x250, 728x90, 160x600	\$ 13,750	Valid - QA Completed
"	RocketFuel.com	BT: A18-50, Education Intenders/Seekers, Geo-Targeted to Florida	300x250, 728x90, 160x600	\$ 14,522	Valid - QA Completed
MOCNI008	BrandExchange.net	ROS: Chicago DMA	300x250, 728x90	\$ 19,031	Valid - QA Completed
NICOR001	BrandExchangePlus.net	ROS - Zip code targeted to specific list	728x90, 300x250, 160x600	\$ 14,500	Valid - QA Completed
"	DSP-Centro.net	Business/News/Finance Channel Targeted, zip code targeted to specific zip list	728x90, 300x250, 160x600	\$ 14,500	Valid - QA Completed

## PENDING CAMPAIGNS WITH START DATE IN THE PAST

Campaign ID	Campaign Notes	Start Date	End Date	Gross Revenue	Net Revenue	Last Report Date	Last Updated Date
<a href="#">SAGEFBANDLI001</a>	FB LinkedIn	02/11/13	09/30/13	\$ 64,402	\$ 11,866		02/11/13
<a href="#">KALAHARI021</a>	Missing mobile tags	02/14/13	04/10/13	\$ 162,799	\$ 38,034	02/24/13	02/13/13
<a href="#">DHCU002</a>	Map 2/26, Missing PreRoll	02/25/13	12/31/13	\$ 50,000	\$ 18,619		02/22/13
<a href="#">STFRANCIS001</a>	Waiting for creative	02/25/13	04/21/13	\$ 20,000	\$ 6,121		02/12/13
<a href="#">UNE009</a>	Map 2/26	02/25/13	04/21/13	\$ 13,409	\$ 4,721		12/20/12
<a href="#">VEGTALES001</a>	Map 2/26	02/25/13	03/31/13	\$ 20,000	\$ 5,165		02/14/13

Campaigns with start dates over 5 days in the past are highlighted in red.  
Campaigns with end dates within the next 5 days are also highlighted in red.