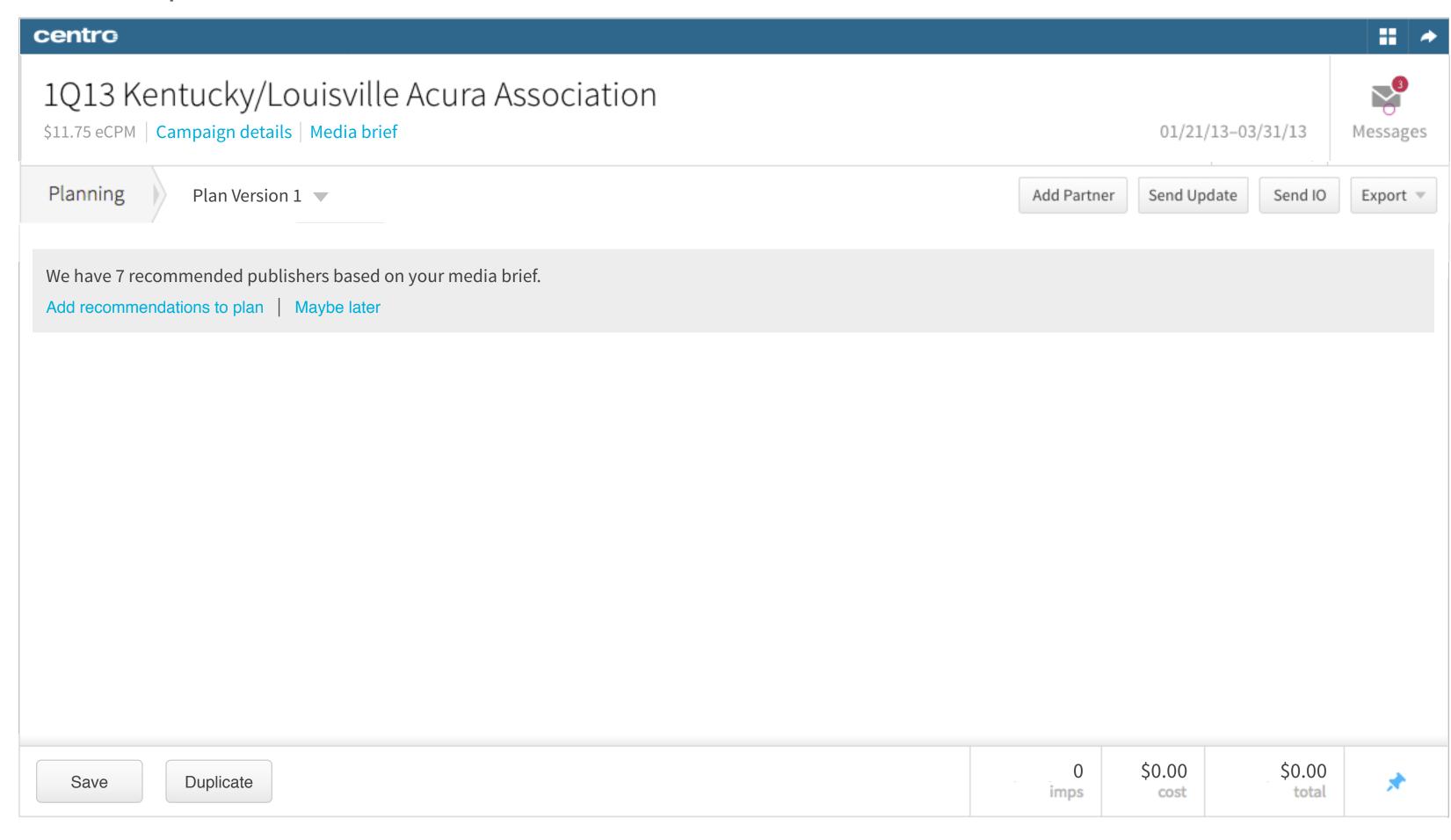
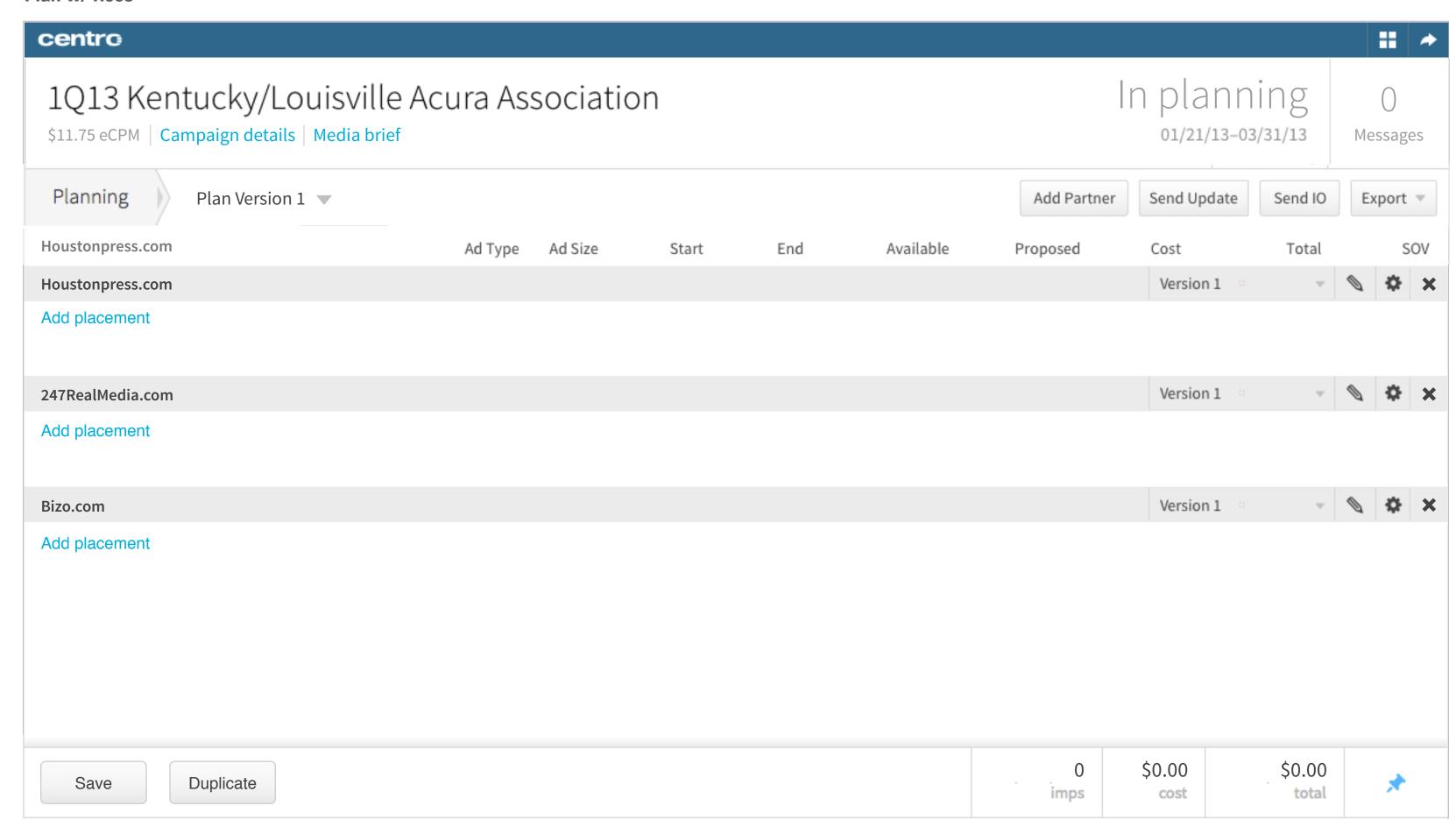


Plan w/ Rec Prompt



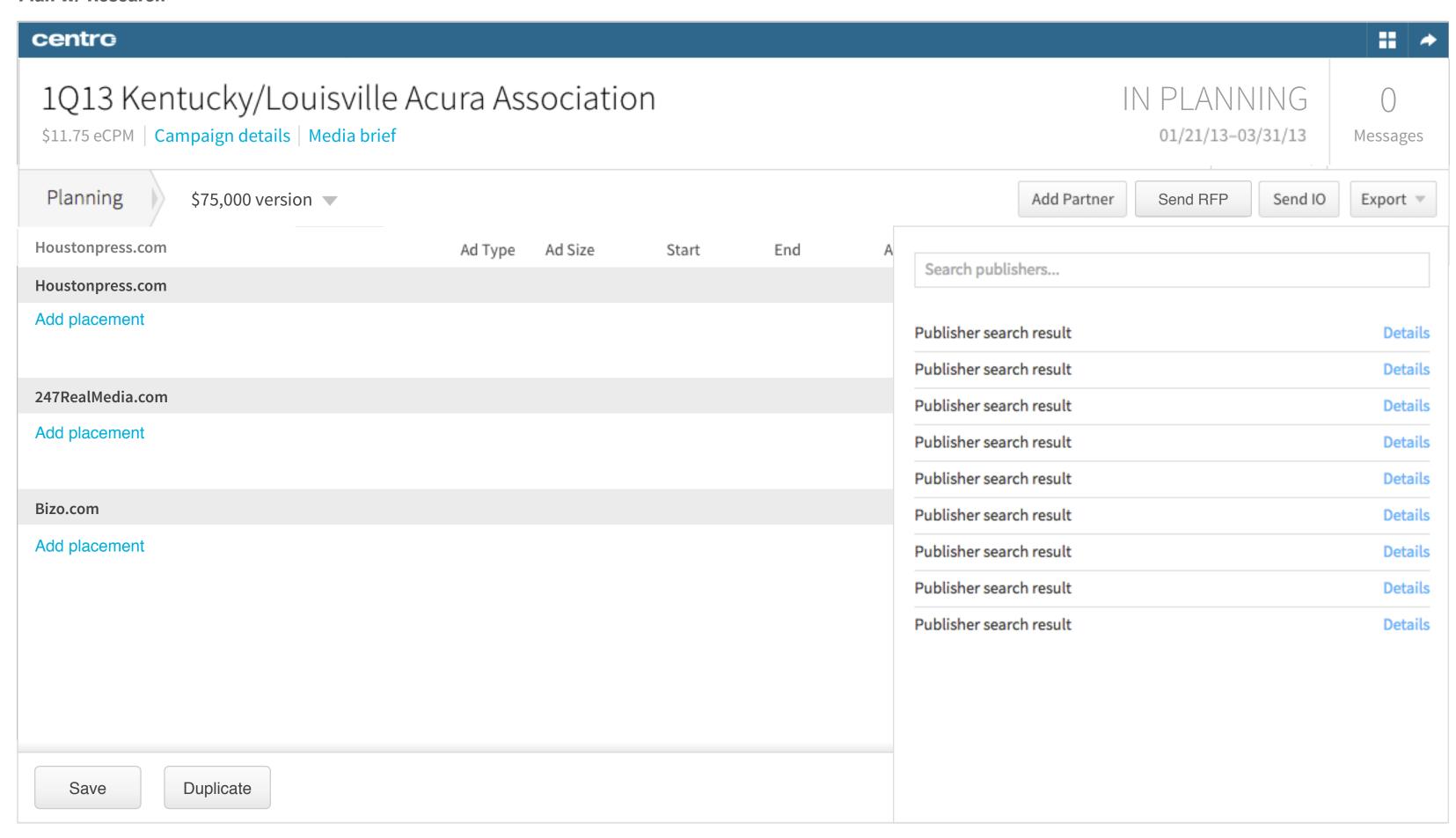
Plan w/ Recs



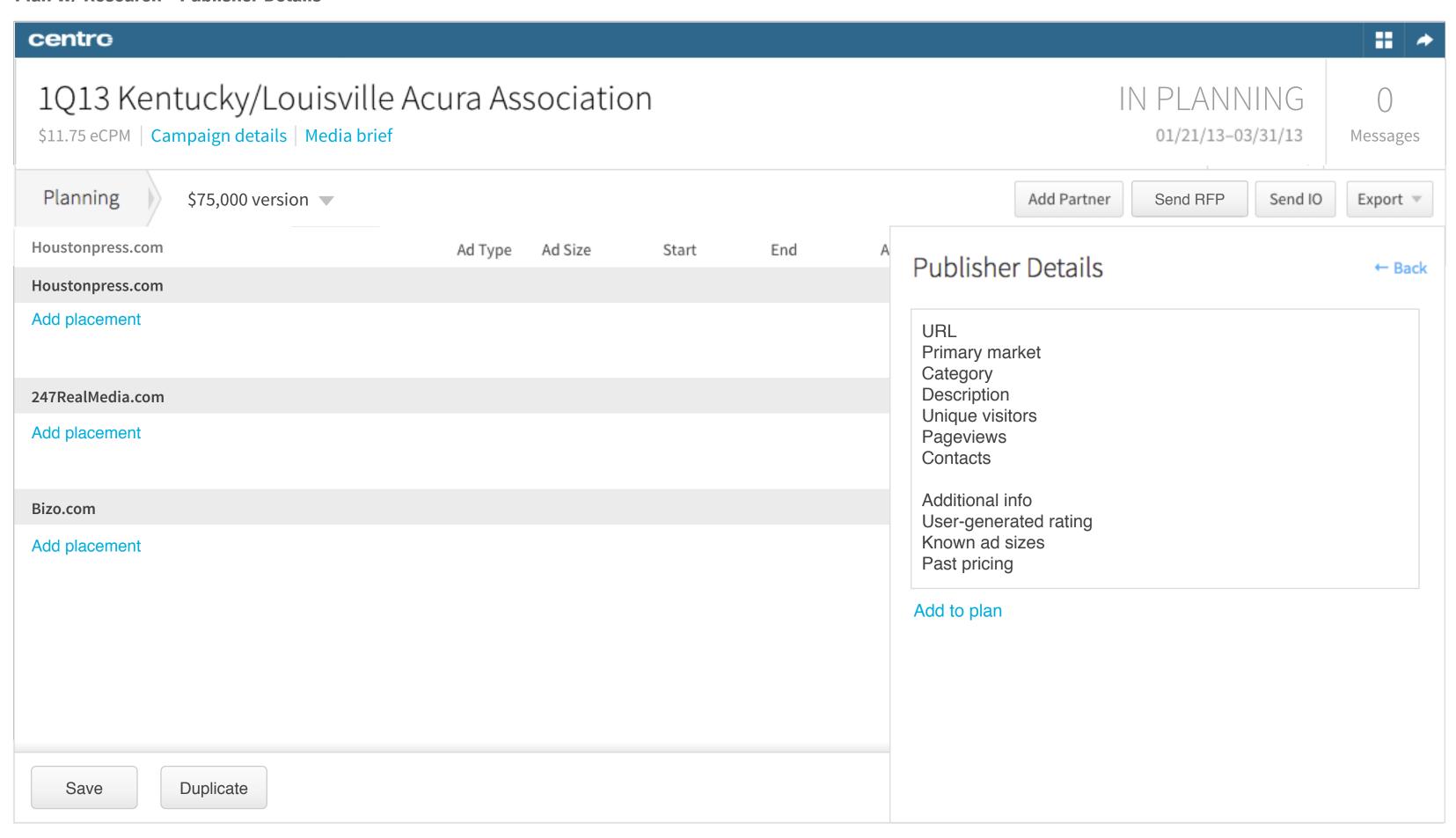
Notes

1. Show reasoning for recommendation

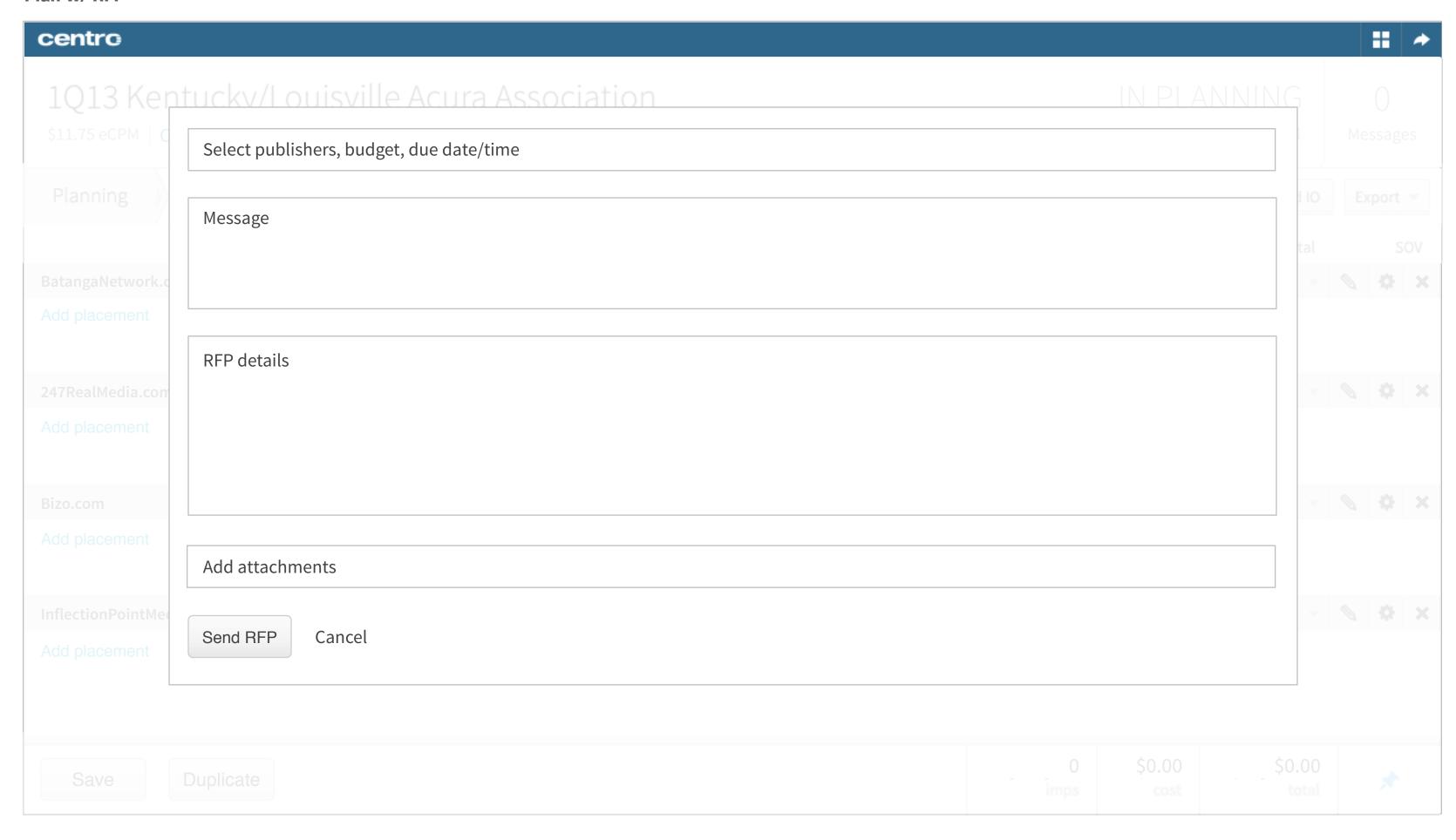
Plan w/ Research

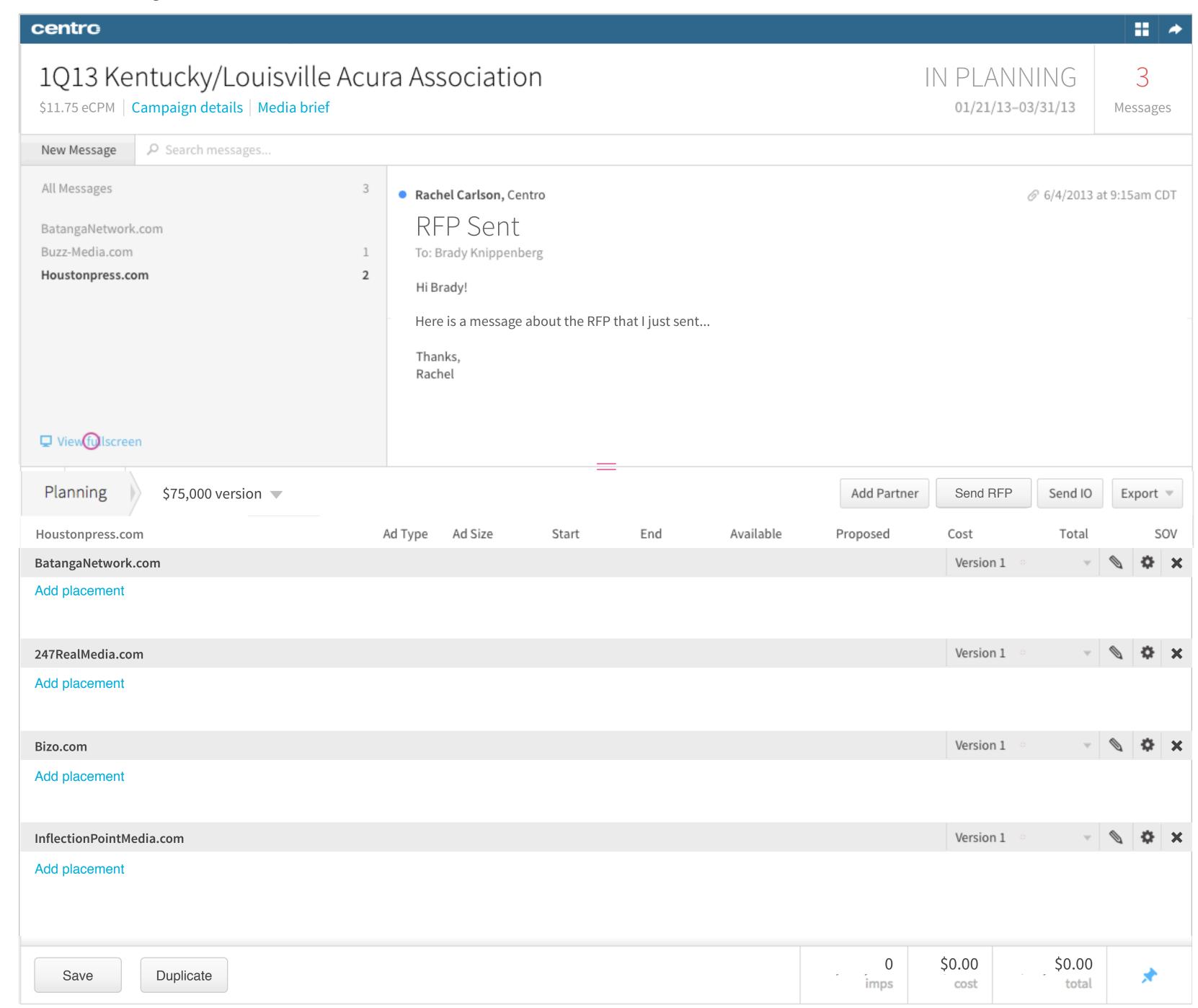


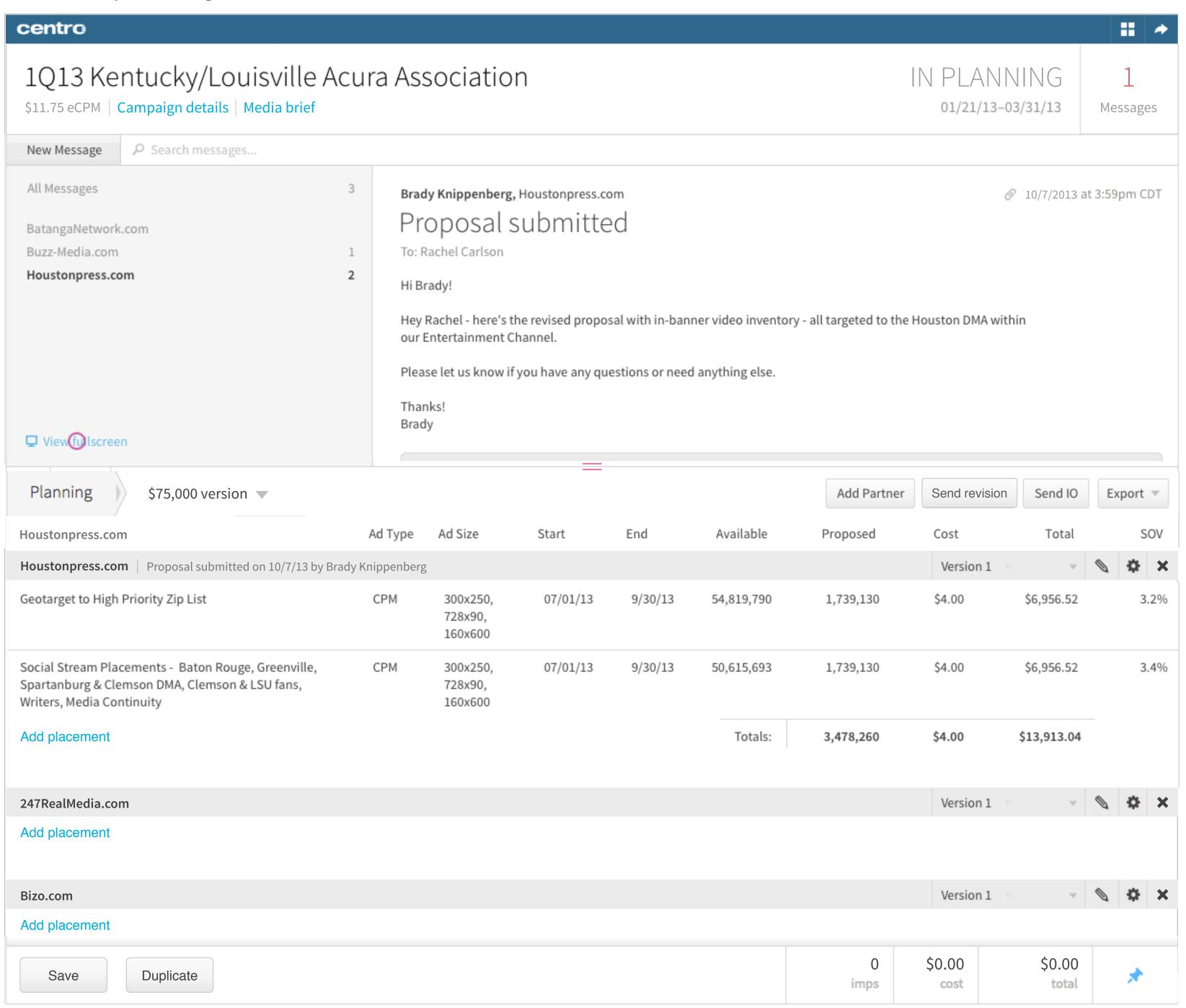
Plan w/ Research - Publisher Details

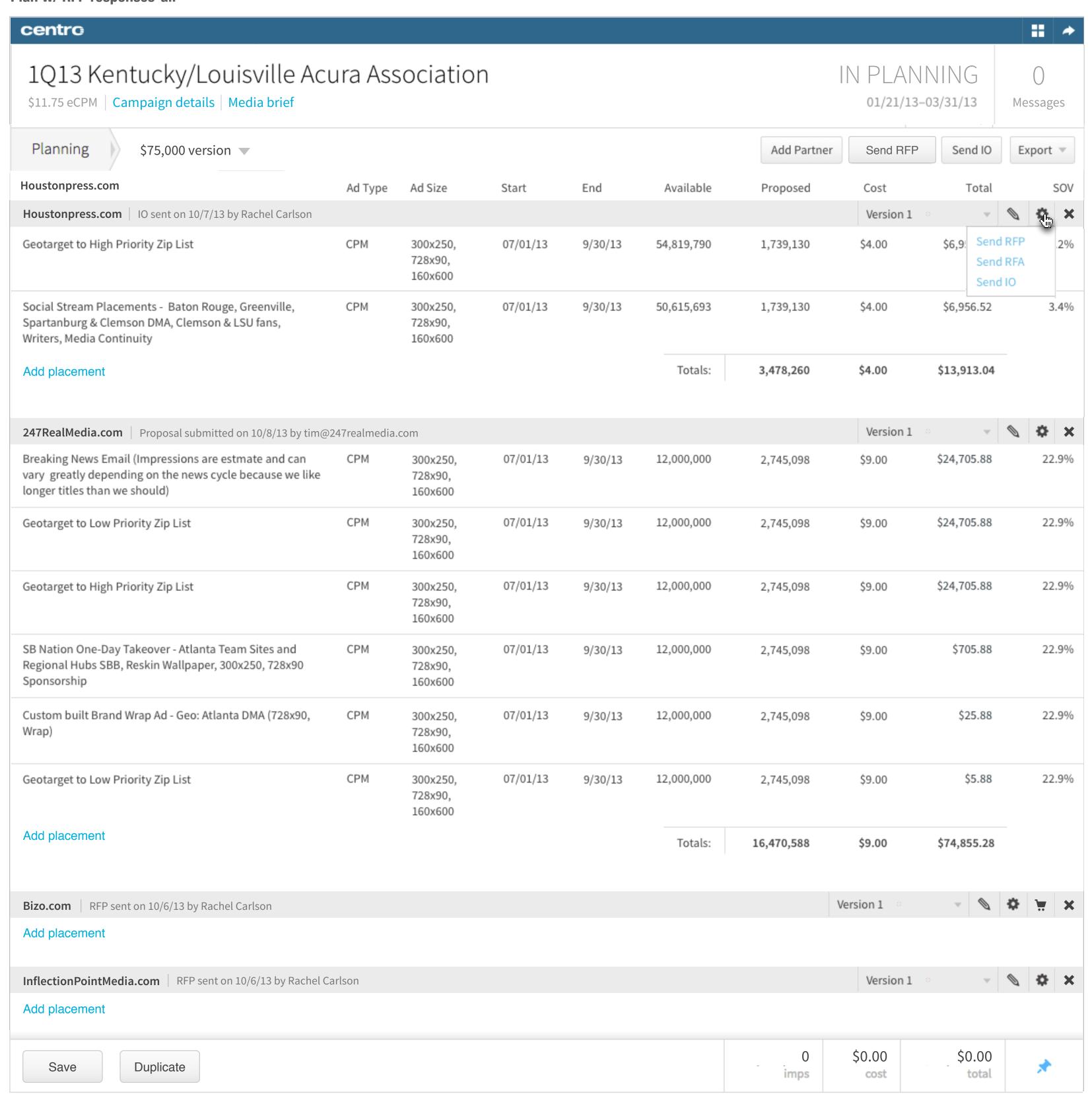


Plan w/ RFP





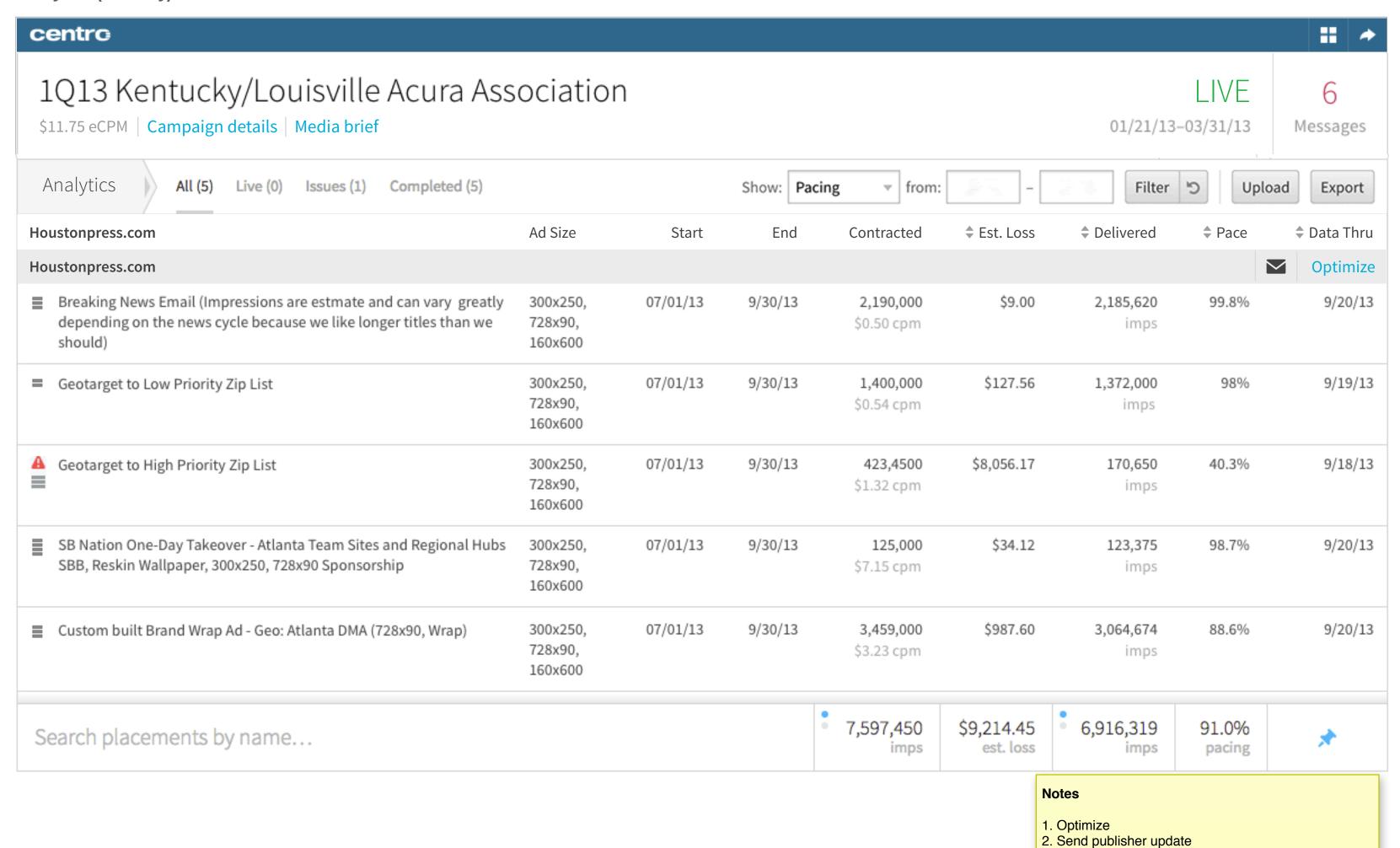




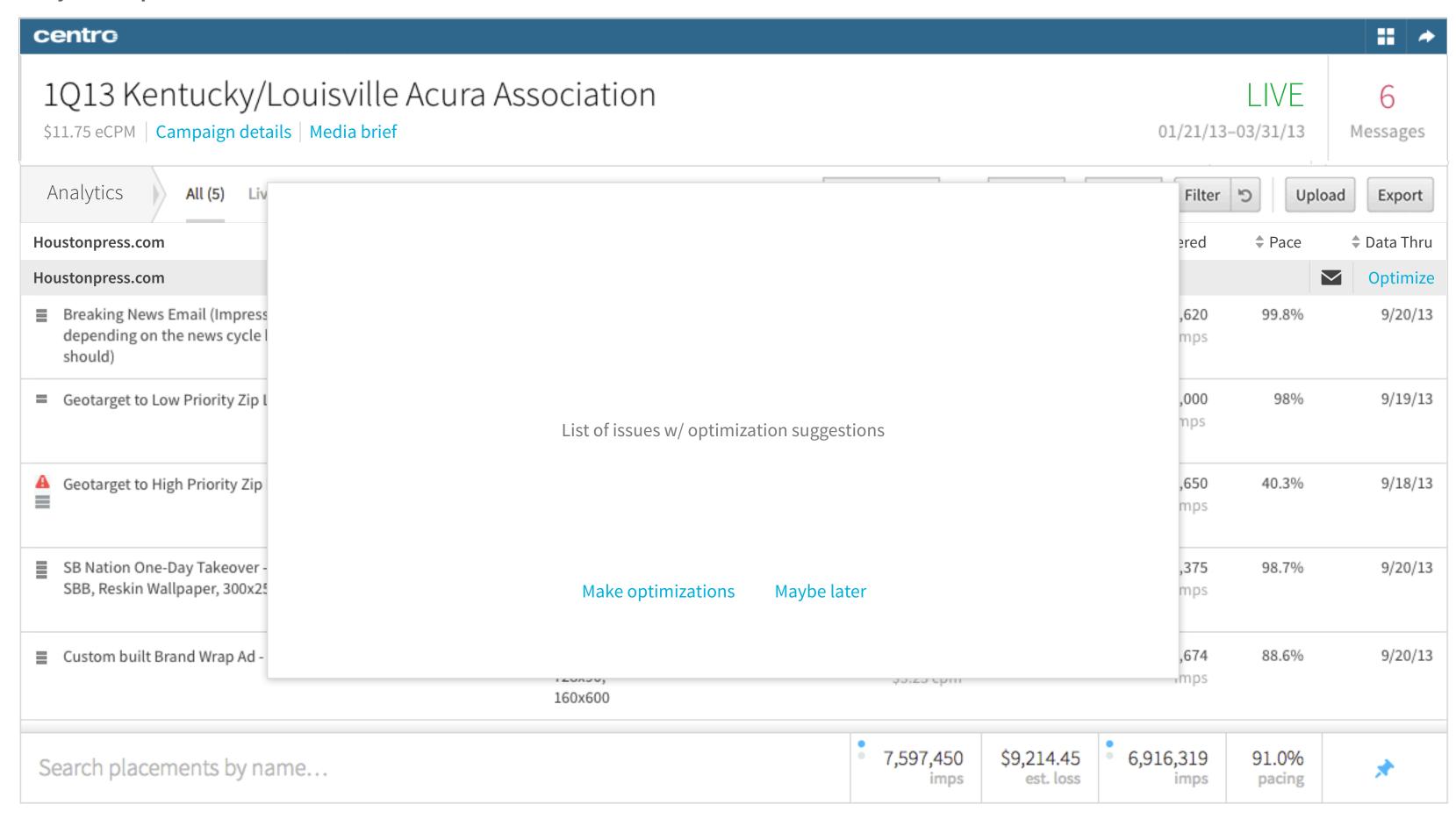
Notes

- 1. Negotiation and publisher versions
- 2. Status
- 3. Programmatic buying

Analytics (Delivery)



Analytics w/ Optimizations



	September ▼		
Javetannyosa sam		Billable delivery thru	10/7/2013
Houstonpress.com Ad Size Start End Contracted	Delivered	Billed	Du
■ Breaking News Email (Impressions are estmate and can vary greatly depending on the news cycle because we like longer titles than we should) 300x250, 07/01/13 9/30/13 \$2,862.60 728x90, 160x600	\$1,862.60 imps	\$862.60	\$1,000.0
Geotarget to Low Priority Zip List 300x250, 07/01/13 9/30/13 \$3,446.05 728x90, \$0.54 cpm	\$2,446.05 imps	\$2,000.00	\$446.0
Geotarget to High Priority Zip List 300x250, 07/01/13 9/30/13 \$2,900.00 728x90, \$1.32 cpm	\$0.00 imps	\$0.00	\$0.0
SB Nation One-Day Takeover - Atlanta Team Sites and Regional Hubs 300x250, 07/01/13 9/30/13 \$6,400.00 SBB, Reskin Wallpaper, 300x250, 728x90 Sponsorship 728x90, 160x600	\$5,500.00 imps	\$2,540.00	\$2,960.0