

## CAMPAIGNS MANAGED

## Live

	Acct Planning Segment	Campaign Count	Site Count	Placement Count	Gross Revenue	Net Revenue
Midwest	1	18	63	633	\$ 1,059,521	\$ 309,162
	3	1	1	1	\$ 488	\$ 98
	4	1	2	24	\$ 176,716	\$ 54,631
	tbd	1	1	10	\$ 122,700	\$ 44,550
	Midwest subtotal	21	67	668	\$ 1,359,425	\$ 408,441
South	1	4	2	94	\$ 119,192	\$ 27,892
	South subtotal	4	2	94	\$ 119,192	\$ 27,892
Live SUBTOTAL		25	69	762	\$ 1,478,617	\$ 436,333

## Pending

	Acct Planning Segment	Campaign Count	Site Count	Placement Count	Gross Revenue	Net Revenue
Midwest	1	24	42	435	\$ 961,875	\$ 284,284
	4	1	2	2	\$ 35,000	\$ 13,861
	tbd	1	10	60	\$ 141,582	\$ 45,255
	Midwest subtotal	26	54	497	\$ 1,138,457	\$ 343,399

<b>Pending SUBTOTAL</b>	26	54	497	\$ 1,138,457	\$ 343,399
<b>TOTAL</b>	51	123	1,259	\$ 2,617,074	\$ 779,732

PLACEMENTS LAUNCHING TODAY

Placements exceeding \$10K revenue are marked in bold

Campaign ID	Site	Placement	Ad Size	Gross Revenue	Creative Status
TARGET010	BrandExchange.net	Blast: Cycle 3 New- Teaser	300x250, 728x90	\$ 4,000	Valid - QA Completed

OTHER HIGH REVENUE PLACEMENTS IN THE NEXT WEEK

Fri, Mar 01

Campaign ID	Site	Placement	Ad Size	Gross Revenue	Creative Status
CITRANATAL002	Search-Google.com	Keywords: prenatal vitamins, prenatal healthcare, pregnancy health, pregnancy, etc.; Geo-targeted to Chicago DMA	Text Ad	\$ 10,250	Valid - QA Completed
"	Search-Google.com	Keywords: prenatal vitamins, prenatal healthcare, pregnancy health, pregnancy, etc.; Geo-targeted to San Francisco et al DMA	Text Ad	\$ 11,750	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
GENERALMILLS002	Map 2.26	02/25/13	03/24/13	\$ 44,970	\$ 12,030		02/08/13
SVUACME015	Map 2.26 KG (include Vincent.Salvati@nbcuni.com, salvativincent@gmail.com)	02/25/13	06/16/13	\$ 33,960	\$ 10,083		02/13/13
SVUCUB018	Map 2.26 KG	02/25/13	06/16/13	\$ 22,990	\$ 2,613		02/13/13
SVUFF021	Map 2.26 KG	02/25/13	06/16/13	\$ 9,730	\$ 2,698		02/13/13
SVUHORN018	Map 2.26 KG	02/25/13	06/16/13	\$ 1,310	\$ 395		02/13/13
SVUIMW022	Map 2.26 KG	02/25/13	06/16/13	\$ 38,750	\$ 11,122		02/14/13
SVUJEWEL027	Map 2.26 KG	02/25/13	06/16/13	\$ 68,830	\$ 20,500		02/13/13
SVUSHAWS018	Map 2.26 KG	02/25/13	06/16/13	\$ 40,460	\$ 14,469		02/13/13
SVUSOCAL022	Map 2.26 KG (include Vincent.Salvati@nbcuni.com, salvativincent@gmail.com)	02/25/13	06/16/13	\$ 130,080	\$ 38,149		02/13/13

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.