

"Kristin Schutz" <kristin.schutz@centro.net>

April 4, 2013 10:56 AM

To: "Advance Traffic" <rfp@advance.net>

Cc: "Natasha Minichino" <natasha.minichino@centro.net>, "Paul Kresge" <paul.kresge@centro.net>

NYSERDA002 - Syracuse.com - Attention Needed

1 Attachment, 31 KB

Hi again Anita!

Attached is an updated report for NYSERDA002. Pacing is much better, thank you! Could we slow these down just one more time? I think that will get us to an even pace.

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
Syracuse.com							
Syracuse.com	News, Weather (Geo NYS excl NYC)	728x90	3/11/13	6/15/13	71,524	21,806	131.65%
Syracuse.com	News, Weather (Geo NYS excl NYC)	300x250	3/11/13	6/15/13	71,524	23,241	140.31%

Thanks!

kristin schutz | campaign analyst | centro

☎ p 212.255.1654

**From:** Kristin Schutz [mailto:kristin.schutz@centro.net]

**Sent:** Thursday, March 21, 2013 12:33 PM

**To:** 'Advance Traffic'

**Cc:** 'Natasha Minichino'

**Subject:** NYSERDA002 - Syracuse.com - Attention Needed

Hi Anita,

I hope your day is going well so far! I feel like it's been a long time since I last emailed you :)

Attached is an updated report for NYSERDA002. The following placements are fairly quick out the gate. Would you mind slowing these a bit but keeping them running?

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
Syracuse.com							
Syracuse.com	News, Weather (Geo NYS excl NYC)	728x90	3/11/13	6/15/13	71,524	10,126	168.12%
Syracuse.com	News, Weather (Geo NYS excl NYC)	300x250	3/11/13	6/15/13	71,524	11,849	196.73%

Thank you!

kristin schutz | campaign analyst | centro

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

From: Cynthia Celestin [mailto:cynthia.celestin@centro.net]

Sent: Monday, March 11, 2013 12:27 PM

To: 'Advance Traffic'

Cc: 'Natasha Minichino'

Subject: NYSERDA002 - Syracuse.com - CREATIVES

Importance: High

Hi Advance Team!

Attached you will find the Mediamind tags for the NYSERDA002 campaign.

Please test and make sure the correct tags are running for each flight (dates are listed on each tag).

Once live, please send over some screenshots.

Reporting updates will be provided.

Please confirm receipt and let us know if you run into any issues.

Thanks!

cynthia celestin | campaign manager | centro ----- EXPERTS IN  
MEDIA LOGISTICS ----- p 646.439.7003 | e.  
[cynthia.celestin@centro.net](mailto:cynthia.celestin@centro.net) -----  
22 West 21st Street Suite 702, New York, NY 10010 ----- Centro.net |  
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-----Original Message-----

From: Natasha Minichino [<mailto:natasha.minichino@centro.net>]  
Sent: Friday, March 08, 2013 5:24 PM  
To: Advance Traffic  
Cc: Natasha Minichino  
Subject: Site IO - new york state energy research and development authority  
NYSERDA002 - Syracuse.com

Hello Advance,

We have an Insertion Order from Centro for you!

Good Afternoon & Happy Friday!

I hope all is well. Great news, your site has been approved for our NYSERDA EmPower Campaign. Please review the attached plan and approve upon receipt.  
This campaign is slated to go live Monday, 3/11 ASAP. Please let us know the ETA on pushing this campaign live quickly.  
Creative is on its way momentarily.

Once tags are processed they will be sent to you by our Campaign Manager, Cynthia Celestin, as soon as possible. If you have any creative concerns, please contact Cynthia and I. Cynthia can be reached at [cynthia.celestin@centro.net](mailto:cynthia.celestin@centro.net)

Once the campaign is launched, our Campaign Analyst, Kristin Schutz, will be following up to provide regular reporting throughout the course of the campaign. Please feel free to reach out to Kristin and I with any delivery concerns. Kristin can be reached at [kristin.schutz@centro.net](mailto:kristin.schutz@centro.net)

Thank you,  
Natasha

You can access the Insertion Order at:

[http://publishers.centro.net/publisher\\_orders/124407](http://publishers.centro.net/publisher_orders/124407)

Cheers,

Natasha Minichino  
[natasha.minichino@centro.net](mailto:natasha.minichino@centro.net)  
(617) 684-0403  
Boston, MA



[Report\\_NYS...3.xls \(31 KB\)](#)