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To: Dave Castleton <dave.castleton@centro.net>
FW: Daily Bugle - Sean Cleary

February 26, 2013 10:59 AM

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EXPERTS IN **MEDIA LOGISTICS**

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From: bi@centro.net [mailto:bi@centro.net]
Sent: Tuesday, February 26, 2013 8:11 AM
To: sean.cleary@centro.net
Subject: Daily Bugle - Sean Cleary

Good Morning Sean!

Throughout the night, I have been scouring Pentaho in search of campaigns that may be important to you! Here is your briefing for Tue, Feb 26, 2013.

Launch Alerts

You had 4 campaigns scheduled to launch yesterday:

- [DHCU002](#)
- [STFRANCIS001](#)
- [UNE009](#)
- [VEGTALES001](#)

You have 1 campaign scheduled to launch today:

- [COMEDAA006](#)

You have no campaigns scheduled to launch tomorrow.

High Revenue Campaigns

You have 8 high revenue campaigns (100k+ gross) on your plate:

- [ALLSCRIPTS010](#)
- [APU004](#)
- [IWU004](#)
- [KALAHARI021](#)
- [KEISER002](#)
- [KEISER003](#)
- [NKCH002](#)
- [PPP003](#)

Placements to be Aware of

There are 42 placements in "Live" campaigns that show no delivery:

Campaign ID	Site	Ad Size	Placement Name
ALLSCRIPTS010	Healthcare-Informatics.com	Text Ad	e-Newsletter text ad - 50,000+ subscribers (click tracker)
ALLSCRIPTS010	HHNMag.com	Other	Corporate Newsletter (15 word text blurb + logo) - date TBD -- CANNOT TRACK
ALLYBANK002	Boston.com	160x600	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	Boston.com	300x250	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	Boston.com	728x90	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (Atlanta DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (Boston DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (Chicago DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (D.C. DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (LA DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (National)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (New York DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (San Francisco DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (Seattle DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (Tampa DMA)
ALLYBANK002	BrandExchange.net	728x90, 300x250, 160x600	**CANCELLED** BT: IXI Economic Cohorts 100k+, Business Interest (West Palm Beach-Ft. Pierce DMA)
ALLYBANK002	LATimes.com	160x600	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	LATimes.com	300x250	**CANCELLED** News, Business, Travel; Geo-target to DMA

ALLYBANK002	LATimes.com	728x90	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	NYDailyNews.com	300x250	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	NYDailyNews.com	728x90	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	SeattleTimes.com	300x250	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	SeattleTimes.com	728x90	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	TampaBay.com	160x600	**CANCELLED** Money (ROC); Geo-target to DMA
ALLYBANK002	TampaBay.com	160x600	**CANCELLED** News (ROC) Geo-target to DMA
ALLYBANK002	TampaBay.com	300x250	**CANCELLED** Money (ROC); Geo-target to DMA
ALLYBANK002	TampaBay.com	300x250	**CANCELLED** News (ROC) Geo-target to DMA
ALLYBANK002	TampaBay.com	728x90	**CANCELLED** Money (ROC); Geo-target to DMA
ALLYBANK002	TampaBay.com	728x90	**CANCELLED** News (ROC) Geo-target to DMA
ALLYBANK002	TCPalm.com	300x250	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	TCPalm.com	728x90	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	WashingtonTimes.com	160x600	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	WashingtonTimes.com	300x250	**CANCELLED** News, Business, Travel; Geo-target to DMA
ALLYBANK002	WashingtonTimes.com	728x90	**CANCELLED** News, Business, Travel; Geo-target to DMA
DSFCU023	ValueClick.com	300x250, 728x90, 160x600	401k - Retargeting
KEISER004	ValueClick.com	300x250, 728x90, 160x600	Added Value; Geo-Targeted to Greenacres, Jacksonville, Miami Lakes, New Port Richey, St. Petersburg, and Tampa, FL
MORMON001	Yahoo.com	300x50, 216x36,168x28,120x20	Yahoo! Mobile Geo: US Age: 18-44
MORMON001	Yahoo.com	300x50, 216x36,168x28,120x20	Yahoo! Mobile Mail Geo: US Age: 18-44

MORMON001	Yahoo.com	300x50, 216x36,168x28,120x20	Yahoo! Mobile Tap to Video Geo: US Age: 18-44
OSF008	Search-Google.com	Text Ad	Healthcare, Hospice, Nursing, Therapy; Geo-target Bloomington (IL) and Rockford (IL), Peoria (IL), Pontiac IL
TSR020	AZFamily.com	Pre-Roll Video	Homepage, News, Entertainment, ROS - Pre-Roll
WFH002	WCFCourier.com	300x250	Homepage, News, Living/Lifestyle

Additionally, there are 24 placements in "Pending" campaigns that already have delivery:

Campaign ID	Site	Ad Size	Placement Name
KALAHARI021	DSP-Centro.net	728x90, 300x250, 160x600	Dells: Retargeting (3x/day frequency cap) Geo to: Chicago, Rockford, Milwaukee, Madison, La Cross-Eau Claire, Green Bay-Appleton, Dubuque, Cedar Rapids, Davenport, Minneapolis/St. Paul
KALAHARI021	DSP-Centro.net	728x90, 300x250, 160x600	Sandusky: Retargeting (3x/day frequency cap). Geo to: Detroit, Grand Rapids, Lansing, Windsor (Canada), Cleveland, Sandusky, Toledo, Akron, Columbus, Youngstown, Pittsburgh, South Bend, Ft. Wayne, Indianapolis
KALAHARI021	OwnerIQ.com	728x90, 300x250, 160x600	Dells: OwnerIQ_Added Value; Geotargeted to Dells DMAs
KALAHARI021	OwnerIQ.com	728x90, 300x250, 160x600	Dells: OwnerIQ_Custom Predictive Leisure Traveler & Families with Kids Segment; Geotargeted to Dells DMAs
KALAHARI021	OwnerIQ.com	728x90, 300x250, 160x600	Sandusky: OwnerIQ_Added Value; Geotargeted to Sandusky DMAs
KALAHARI021	OwnerIQ.com	728x90, 300x250, 160x600	Sandusky: OwnerIQ_Custom Predictive Leisure Traveler & Families with Kids; Geo-targeted to Sandusky DMAs
KALAHARI021	Quantcast.com	728x90, 300x250, 160x600	Dells Kalahari Resorts: Dells Reservation Lookalike Model - Package (DMA Targeted to: Chicago, Rockford, Milwaukee, Madison, La Cross-Eau Claire, Green Bay-Appleton, Dubuque, Cedar Rapids, Davenport, Minneapolis/St. Paul)
KALAHARI021	Quantcast.com	728x90, 300x250, 160x600	Dells Kalahari Resorts: Dells Reservation Lookalike Model - Value Add Package (DMA Targeted to: Chicago, Rockford, Milwaukee, Madison, La Cross-Eau Claire, Green Bay-Appleton, Dubuque, Cedar Rapids, Davenport, Minneapolis/St. Paul)
KALAHARI021	Quantcast.com	728x90, 300x250, 160x600	Sandusky Kalahari Resorts: Sandusky Reservation Lookalike Model - Package (DMA Targeted to: Detroit, Grand Rapids, Lansing, Cleveland, Sandusky, Toledo, Akron, Columbus, Youngstown, Pittsburgh, South Bend, Ft. Wayne, Indianapolis)

KALAHARI021	Quantcast.com	728x90, 300x250, 160x600	Sandusky Kalahari Resorts: Sandusky Reservation Lookalike Model - Value Add Package (DMA Targeted to: Detroit, Grand Rapids, Lansing, Cleveland, Sandusky, Toledo, Akron, Columbus, Youngstown, Pittsburgh, South Bend, Ft. Wayne, Indianapolis)
KALAHARI021	RocketFuel.com	728x90, 300x250, 160x600	Dells: Added Value (5% of paid impressions)
KALAHARI021	RocketFuel.com	728x90, 300x250, 160x600	Dells: Bookings Booster + Boosted Retargeting + Dells Geo Targeting
KALAHARI021	RocketFuel.com	728x90, 300x250, 160x600	Sandusky: Added Value (5% of paid impressions)
KALAHARI021	RocketFuel.com	728x90, 300x250, 160x600	Sandusky: Bookings Booster + Boosted Retargeting + Sandusky Geo Targeting
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Dells: Added Value ROS (5% of paid impressions)
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Dells: Dells ROS IPs to Geos: Chicago, Rockford, Milwaukee, Madison, La Cross-Eau Claire, Green Bay-Appleton, Dubuque, Cedar Rapids, Davenport, Minneapolis/St. Paul
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Dells: Destination Pages_Dells
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Dells: Destination Pages_Madison
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Sandusky: Added Value ROS (5% of paid impressions)
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Sandusky: Destination Pages_Akron
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Sandusky: Destination Pages_Cleveland
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Sandusky: Destination Pages_Sandusky
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Sandusky: Destination Pages_Toledo
KALAHARI021	TripAdvisor.com	728x90, 300x250, 160x600	Sandusky: ROS IPs to Geos: Detroit, Grand Rapids, Lansing, Windsor (CA), Cleveland, Sandusky, Toledo, Akron, Columbus, Youngstown, Pittsburgh, South Bend, Ft. Wayne, Indianapolis

Activity from Yesterday

Lastly, there were no IOs processed yesterday where you are the CM.

This email and the attached reports were generated from Centro's Business Intelligence system. If you have any questions, please reach out to bi@centro.net.

Have a great day!

Centro Intelligence



[Dashboard.pdf \(20 KB\)](#)



[Live Placements.pdf \(24 KB\)](#)

Sean Cleary



As of Feb 26 2013

PLACEMENTS WITH CREATIVE ISSUES

1 PLACEMENTS

Campaign ID	Site	Placement	Ad Size	Start Date	End Date	Creative Status
MORMON001	Yahoo.com	Yahoo! Mobile Tap to Video Geo: US Age: 18-44	300x50, 216x36, 168x28, 12 ..	02/01/13	02/28/13	Creative Assets/Deliverables Needed