



1 Date: 05/01/20 4:22PM ET

2 Date Range: 05/04/20 - 05/10/20

3 EST #: 123

4 Client Name: ABC Advertising

5 Client Code: ABC

6 Brand Name: Foobar Brand

7 Brand Code: FOO

8 Delivery Partner: Comcast Ad Delivery

9 Delivery Order #: 1234567

10 Traffic Contact: Jane Doe - 555-678-9101

11 Delivery Contact: Orders_CAD@cable.comcast.com

Notes: 12

Market: 13

Stations: NBC 14

15 Date Range	16 Ad-ID	17 Title	18 Client	19 Brand	20 Length	21 Rotation	22 Program
05/04/20-05/10/20	ABCD1234H	ABC Advertising Brand Recognition 30	ABC	FOO	30	50%	All Programs
05/04/20-05/10/20	ABCD56789H	Summer Savings Hello 30	ABC	FOO	30	50%	All Programs

23

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Traffic Contact: Jane Doe - 555-678-9101 Delivery Contact: Orders_CAD@cable.comcast.com

Value Key

1. Submission Time Stamp (System generated on submission)
2. Traffic Date Range (User submitted in flight details)
3. Estimate Number (Media Buy)
4. Client Name (Media Buy)
5. Client Code (Media Buy)
6. Brand Name (Media Buy)
7. Brand Code (Media Buy)
8. Defaulted/hard-coded to Comcast Ad Delivery for all traffic
9. Delivery order generated by Comcast Ad Delivery at time of creative submission
10. Traffic Contact Details (For station questions)
11. Delivery Contact Details (default by delivery through Comcast Ad Delivery)
12. Traffic notes for station review
13. Market or DMA Name (Media Buy)
14. Station List - Could be one or many (Media Buy)
15. Tactic Traffic Date Range - Could differ from overall traffic date range but must be within overall range
16. Ad-ID or ISCI - Unique alphanumeric identifier for asset
17. Asset title
18. Client code associated with asset (Media Buy)
19. Brand code associated with asset (Media Buy)
20. Length/duration of asset (seconds)
21. Percentage rotation for asset within flight
22. Program Details (Media Buy)
23. Traffic Contact Details (For station questions)
24. Delivery Contact Details (default by delivery through Comcast Ad Delivery)

