

SUMMARY: PAGEVIEW PERFORMANCE								
METRICS	Oct (Start 10/14)	November	December	January	February	March	April (4/14)	TOTAL
PAGEVIEWS GUARANTEED	2,500	5,000	5,000	5,000	5,000	2,500		25,000
PAGEVIEWS DELIVERED								0
+/-	(2,500)	(5,000)	(5,000)	(5,000)	(5,000)	(2,500)		(25,000)
ESTIMATED UNIQUES	1,850	3,700	3,700	3,700	3,700	1,850		18,500
DELIVERED UNIQUES								0
+/-	(1,850)	(3,700)	(3,700)	(3,700)	(3,700)	(1,850)		(18,500)

SUMMARY: Sponsor RESOURCE CENTER ASSET PERFORMANCE								
METRICS	Oct (Start 10/14)	November	December	January	February	March	April (4/14)	TOTAL
IMPRESSIONS DELIVERED								0
CLICKS								0
CTR	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

For Detailed Reporting see NF Assets tab

SUMMARY: Sponsor FINANCIAL SITE AD PERFORMANCE								
METRICS	Oct (Start 10/14)	November	December	January	February	March	April (4/14)	TOTAL
IMPRESSIONS GUARANTEED	7,500	15,000	15,000	15,000	15,000	7,500		75,000
IMPRESSIONS DELIVERED								0
+/-	(7,500)	(15,000)	(15,000)	(15,000)	(15,000)	(7,500)		(75,000)
CLICKS								0
CTR	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

SUMMARY: DEDICATED EBLASTS (Traffic Driver)								
METRICS	Oct (Start 10/14)	November	December	January	February	March	April (4/14)	TOTAL
IMPRESSIONS DELIVERED								0
TOTAL OPENS								0
TOTAL OPEN RATE								#DIV/0!
TOTAL CLICKS								0
TOTAL CTR								#DIV/0!

For Detailed Reporting see Dedicated eblasts tab

SUMMARY: EDITORIAL ENEWS ARTICLE PROMOTION (Traffic Driver)								
METRICS	Oct (Start 10/14)	November	December	January	February	March	April (4/14)	TOTAL
IMPRESSIONS DELIVERED								0
TOTAL OPENS								0
TOTAL OPEN RATE								#DIV/0!
TOTAL CLICKS								0
TOTAL CTR								#REF!

For Detailed Reporting see Editorial eNews Article Promos tab

SUMMARY: SPONSOR SHOWCASE PROMOTION (Traffic Driver)								
METRICS	Oct (Start 10/14)	November	December	January	February	March	April (4/14)	TOTAL
IMPRESSIONS DELIVERED								0
CLICKS								0
CTR				#DIV/0!	#DIV/0!	#DIV/0!		#DIV/0!

VISIT SUMMARY 4/1-4/14	
Avg. Time Per Visit	
Pages Per Visit	

TOP 3 TRAFFIC DRIVERS 4/1-4/14	
Source	Total Clicks
Dedicated Email - IA 3rd Party - 2/5	
Dedicated Email - WM 3rd Party - 2/19	
Daily Wire - Editorial Mention - 2/20	

TOP 5 EDITORIAL ARTICLES 4/1-4/14		Total Views
Article		Total Views

For Detailed Reporting see Editorial Features tab

SUMMARY - PRINT CIRCULATION		Total Circ.
Month/Title		Total Circ.
TOTAL		0

SUMMARY: TWITTER EDITORIAL PROMOTIONS (Traffic Driver)		
Date	# of Tweets	Impressions
October (Start 10/14)		
November		
December		
January		
February		
March		
April (End 4/14)		
TOTALS	0	0

For Detailed Reporting see Twitter Promos tab

SUMMARY: HIGH IMPACT AD UNIT (Traffic Driver)	
METRICS	TOTAL
IMPRESSIONS	
IMPRESSIONS	
+/-	0
CLICKS	
CTR	#DIV/0!