



Location List

Advertiser:	City of West Valley	Contract:	2010319006
Brand:		Product Type:	Posters
Agency:	Direct	Population:	556,643
Account Exec:	[REDACTED]	Total DEC:	49.9
		Showing Days:	28
Sales Office:	Seattle	Program Start:	11/29/2010
Market:	SEA-Tacoma	Program End:	12/26/2010
Design List (Qty/Design):	2 / EP-WHERE AM I? \$10,000 REWARD		

LOC NO	DESCRIPTION	DEC	ILL	FAC	DESIGN	Posted
1	050000 RIVER RD SL 360F W/O 76TH AV E EF-1	22.7	Y	E	EP-WHERE AM I? \$10,000 REWARD	12/2/2010
2	050903 MERIDIAN S EL 635F S/O 152ND ST E NF-1	27.2	Y	N	EP-WHERE AM I? \$10,000 REWARD	12/2/2010

Performance Report
Seattle

Date: 12/27/2010
Advertiser: City of West Valley
Brand:
Product Type: Posters
 (EcoPoster)
Report To: City of West Valley
 dba West Valley City Police Department
 3575 South Market Street
 West Valley City, UT 84119
 USA

Agency: Direct
CCO Contract: 2010319006
Client Contract:
Account Exec: [REDACTED]
Paper Received: 11/29/2010
Quantity Recvd: 2
Start Date: 11/29/2010
Posted On:
Total DEC: 49.9
Total Illuminated: 2 **Un Illuminated: 0**

Plant Avg Daily Effective Circulation: Posters Illum: 15,700 Un Illum: 10,000

Member of the Traffic Audit Bureau: Last Audit 01/01/2008



The information in this report is according to Clear Channel Outdoor records and complies with the American Association of Advertising Agencies' completion report standards. If you need any additional information regarding the execution of this contract, please contact your representative. We appreciate your business and hope our service to you is satisfactory.

Location	Description	Facing	DEC
050000	RIVER RD SL 360F W/O 76TH AV E EF-1	E	22.7
Design	EP-WHERE AM I? \$10,000 REWARD	Size	10 x 22
Signature	[REDACTED]		

Clear Channel Photographic Service Policy: Within 5 business days of the completion of the initial posting or any copy changes, Clear Channel will provide unaltered 1 close-up and 1 approach photo for each permanent bulletin, wallscape, or premiere product location. Clear Channel will provide unaltered 1 close-up and 1 approach photo for each start location for rotary bulletins. Clear Channel will not photo each rotation cycle unless copy changes. Clear Channel will provide 1 unaltered close-up photo for each poster/transit shelter/other format campaign design. Print sizes provided will either be 3"x5" or 4"x6". Additional photography requests will be billed to the advertiser. Service Charges: Location Photography \$15 ea.; Slide Transparency \$14 ea.; Prints: 8"x10" at \$18 ea.; 5"x7" at \$14 ea.; 4"x6" at \$1.25 ea.; 3"x5" at \$1 ea. Attached is a detailed list of all locations posted for this campaign including actual date of installation and design of each location.

Performance Report
Seattle

Date: 12/27/2010
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Product Type: Posters
 (EcoPoster)
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Location	Description	Facing	DEC
050903	MERIDIAN S EL 635F S/O 152ND ST E NF-1	N	27.2
Design	EP-WHERE AM I? \$10,000 REWARD	Size	12 x 24
Signature	[REDACTED]		

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City of West Valley

Proof of Performance

Contract/Showing: 2310319006
 Client POC/Contract #:
 Brand:
 Agency:
 Sales Office: Seattle
 Account Manager:
 Campaign Start: November 29, 2010

Market: SEA-Tecoma
 Operator: Seattle
 Status: Sold
 Media Type: Posters

Segment Start: November 29, 2010

Panel	Location Desc.	Area	[H]	Scheduled Design	Actual Start	Actual Finish
1 060003	RIVER RD SL 360F W/O 76TH AVE E#-1	Pierce Co - Puyallup	Y	EP-WHERE AM I? \$10,000 R	12/02/2010	12/27/2010*
2 050803	MERIDIAN S EL 035F GIO 162ND ST E NF-1	Pierce Co - South Hill	Y	EP-WHERE AM I? \$10,000 R	12/02/2010	12/27/2010*
Market Summary					Scheduled	
Date Flex/Posters Received: _____					No. Of Units: 2	
					Avg Showing DEC: 24.93	
					Total Showing DEC: 49.85	

Name: _____ Date: _____
 Clear Channel Outdoor