

Proof of Performance Report

Date

Report Start Date

Report End Date

Total Weeks/Reporting Period

Market Information

Market(s)

Coverage Area (CBSA or DMA)

Media Company Information

Media Company

Contact Information

Client Information

Client

Brand

Agency

Contact Information

Campaign Information

Campaign Start Date

Campaign End Date

Format(s)/No. of Units

Campaign Metrics

Contracted Campaign GRP/TRP

Delivered Campaign GRP/TRP

Delivered Campaign Reach

Delivered Campaign Frequency

Location Details

TAB Panel ID No.

Operator Panel ID No.

Location Description/Number of Units

Rotation Cycle/Spot Length/Spots Delivered (if Digital)

Unit Size(s) (optional)

Design/Copy Title/File Name

Special Instructions

Additional Information (optional)

Photograph

Digital Photograph

Validation

Authorized Signature

Title