

Proof of Performance Report

American Association of Advertising Agencies and Outdoor Advertising Association of America

Report Begin Date: Agency: AdID Code:
Report End Date: Advertiser:
Weeks in Report Period: Product/Brand:
Market: Contract Number:
Account Executive: Client Contract:
Format/Medium: Program Start:
Total Designs: Program End:

CAMPAIGN TOTALS		
Total Units:	Illuminated:	Unilluminated:
Circulation (plant average):		
Circulation (campaign average):		
Total Units Received:		
Date Units received:		
Date First Unit Installed:		
Date Last Unit Installed:		
TAB Audit date:		

Display Location	Design Title	Posting Date	Photograph	Notes
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The information in this report is according to our media company records and complies with the American Association of Advertising Agencies and the Outdoor Advertising Association of America completion report standards. Within five (5) business days of the completion of an initial posting or any copy changes, the plant operator will send completion reports to the advertiser or its agent providing the date of completion. Completion notice forms will be provided by the advertiser or its agent together with posting instructions. The plant operator shall provide one (1) unaltered close-up digital photograph and one (1) unaltered approach digital photograph of each individual bulletin upon completion of each posting. The plant operator shall provide one (1) unaltered close-up digital photograph for each poster/transit/other format design upon completion of posting. Each digital photograph will be labeled with the unit number and location description. It is understood that failure to supply the materials set forth in a timely manner will result in the advertiser or its agent withholding payment of invoices. If you require additional information regarding the execution of the document, please contact your representative. We appreciate your business and hope the service provided is satisfactory.

Authorized Signature: _____ Title: _____ Date: _____

Comments:
