

The enclosed production includes a .PDF file and corresponding image/video files regarding advertisements that were created between January 1, 2017 and November 7, 2017, by 17 Pages specified by the SEEC.

Legend for Referenced Ad Terms

Page Name: The name of the Page associated with the Page URL provided by the SEEC.

Page URL: The URL provided by SEEC for Pages of interest.

Ad ID: A unique identifier for an ad.

Ad Group ID: A unique identifier for multiple ads that were part of the same Ad Group

Ad Text: The text displayed with an ad.

Photo/Video ID: A unique identifier for the associated photo/video that was used in the ad. "" will be shown if no photo or video was used in the ad. These numbers correspond to the file names on the video and image files included in the production.

Ad Group: A group of ads representing all edits and variations made to an original "parent" ad. Each edit and variation in an ad group is represented as an individual ad in this production.

Ad Impressions: The number of times an ad was displayed on the screens of target audience members.

Ad Spend: Amount of money that the advertiser was billed for the ad.

Ad Group Age Gender Reach: Number of people in a specific demographic to whom the Ad Group that included the ad was delivered. "Unknown" gender indicates the gender of the individual is unknown to FB.

Ad Group Region Reach: The state/geographic region in which the individuals to whom the ads were delivered either live or were located.

Ad Start Date: Date an ad was set to start appearing.

Ad End Date: Date an ad was set to stop appearing. No end date indicates the ad would run until the budget was spent.