

Sheet1

LEAD_DT,D LEAD_TM,N,4,0 PRODUCT_ID,C,10 MEDIUM,C,2 MARKET,C,10 PROGRAM_ID,C,10

Sheet1

CARRIER_ID,C,10 PRINT_CODE,C,10 LEAD_TYPE,C,1 OFFICE,C,5 LEAD_STAT,C,2

Sheet1

SLS_PER_ID,C,3 SALE_MADE,C,1 SALE_AMT,N,11,2 CITY,C,22 STATE,C,2 ZIP_CODE,C,10

Sheet1

CREATIV_ID,C,10 PLCMNT_DT,D PLCMNT_TM,N,4,0 COST,N,11,2 LENGTH,N,3,0 CAMP_ID,C,10

Sheet1

PLCMNT_REC,N,5,0 LEAD_CLASS,C,2 PLCMNT_DOW,C,10 LEAD_DOW,C,10 LEAD_PCT,N,5,3

PLCMNT_PCT,N,10,8