



**BULLY PULPIT
INTERACTIVE**

Agency Contact: ifarrell@bpimedia.com
 Campaign: Facebook - H1 Public Affairs Campaign
 Job ID: 001470

Vendor Contact:
 Contact Email:
 Contact Phone:

Bully Pulpit Interactive
 1445 New York Ave. NW Floor 5
 Washington D.C., 20005
 Main: 202-331-0052
 Fax: 202-331-0113
 www.bpimedia.com

PROPRIETARY AND CONFIDENTIAL

SITE / NETWORK	PLACEMENT	GEO	AUDIENCE	DEVICE	CREATIVE SIZE	START DATE	END DATE	COST	PRICING TYPE	RATE	EST. IMPRESSIONS	ID
WTOP	Radio - RON	Washington DC	Elites - 3P	All		01/01/2022	02/28/2022	\$30,000.00	Flat	\$0.00	1	44834
TOTAL											\$30,000.00	1.00

Except where expressly noted below, this IO will be governed by version 3.0 of the IAB Standard Terms & Conditions.

Only impressions, clicks, and conversions confirmed as both viewable and human traffic (verified by DoubleVerify and/or Moat) will be counted and billed against this IO

Additional Terms:

- All billable spend by campaign by client for the previous month must be submitted to PartnerReportedSpend@bpimedia.com by EOD of the 2nd business day of the following month. A template for reported spend can be found here: <https://www.dropbox.com/s/unu19vj44h4p88f/Partner%20Reported%20Spend%20Template.xlsx?dl=0>
- Advertising is targeted to U.S. unless otherwise noted in the Geo column of the IO
- 24 hour out clause unless otherwise agreed by both parties
- Ads may only run on approved sites or BPI approved inclusion list
- Media is billable off of Google Campaign Manager Third Party Tracking unless otherwise agreed upon by BPI (e.g. site served placements)
- Placements charged on a Cost-Per-Click (CPC) will be held to a reasonably balanced delivery schedule as defined in IAB Standard Terms and Conditions Version 3.0 Section II(a) without the performance deliverable exception stated in Section VI(c)
- Placements charged on a Cost-Per-Action (CPA) or Cost-Per-Lead (CPL) will continue to be governed by Section VI(c)
- Creative can be changed at any time with 24 hour written notice from BPI
- In the event vendor does not deliver in full, a refund for all undelivered pre-paid media is due 1 week after the campaign ends
- Campaign invoices must be submitted to BPI no later than 30 days after buy is completed
- All invoices must include the Job ID in order to be processed
- In the event that workplace or other misconduct claims against Vendor or Vendor employees have the possibility to negatively impact BPI's Client's (as listed above) reputation or make the outcomes of this IO less effective, BPI reserves the right to terminate the contract under no penalty and effective immediately.
- Please send all invoices to bp_invoicecapture@concurrency.com
- In the event vendor runs incorrect creative, targeting or geo, runs before or after the flight date or does not go live at all, make-good must equal the amount of erroneous impressions plus added value in the same amount.

Payment Terms (please check one):

- Payable on delivery - Net _____ days upon receipt of invoice
- Pre-payment required

 MEDIA VENDOR

 VENDOR CONTACT (PRINTED)

 SIGNATURE

 AGENCY CONTACT (PRINTED)

 SIGNATURE



Broadcast Contract

BULLY PULPIT INTERACTIVE
 FACEBOOK (A)
 1140 CONNECTICUT AVE NW
 #800
 WASHINGTON, DC 20036

Attn: IVANKA FARRELL

Start Date 01/10/22	Contract# 52747	Mod# 0
End Date 02/20/22	Date Entered 12/07/21	Date Last Modified 12/07/21
Advertiser FACEBOOK (A)		Station Market WTOP-FM
Product RADIO-RON		SalesRep/Office Carolyn Lieberman

Standard Billing Cycle Estimate# ID 44834

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 01/10/22 SU 02/20/22	05:00A-10:00A	30	X	X	X	X	X	--	--	2	\$1,875.00
	Run Weeks of: 01/10 01/17 02/07 02/14											
2	MO 01/10/22 SU 02/20/22	05:00A-08:00P	30	X	X	X	X	X	--	--	1	\$750.00
	Run Weeks of: 01/10 01/17 02/07 02/14											
3	MO 01/10/22 SU 02/20/22	03:00P-08:00P	30	X	X	X	X	X	--	--	2	\$1,500.00
	Run Weeks of: 01/10 01/17 02/07 02/14											

-----Additional Comments-----	Total Spots	Spots Total\$	Agency Commission	Net	Gross
	20	30,000.00	\$0.00	\$ 30,000.00	\$ 30,000.00

THANK YOU FOR YOUR BUSINESS

Billing Projections: By Month

	Jan 22	Feb 22
CA	15,000.00	15,000.00
ST	15,000.00	15,000.00

FCC Nondiscrimination Notice: Hubbard Washington DC, LLC and WTOP/WFED do not discriminate in advertising arrangements on the basis of race or ethnicity. Any arrangement entered into with an advertiser whose intent is to discriminate in such manner shall be null and void. In compliance with FCC rules, broadcaster includes this nondiscrimination provision in all advertiser arrangements.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name	Title	Name	Title
See reverse for accepted terms and conditions, if any			

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Ivanka Farrell, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Facebook

Agency name: Bully Pulpit Interactive

Address: 1445 New York Ave NW Floor 5 Washington DC 20005

Contact: Ivanka Farrell

Phone number: 908-787-5813

Email: ifarrell@bpimedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Facebook

Address: 1 Hacker Way Menlo Park, CA 94025

Contact: Madeline Saal

Phone number: 650-787-4470

Email: madelinesaal@fb.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Mark Zuckerberg	David Fischer.	Nancy Killefer
Sheryl Sandberg	Jennifer Newstead	Robert M Kimmitt
Dave Wehner	Peggy Alford.	Peter A Thiel
Mike Schroepfer	Marc L. Andreessen.	Tracey Travis
Chris Cox	Andrew W. Houston	

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Internet regulation

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: Ivanka Farrell <small>Digitally signed by Ivanka Farrell Date: 2021.09.21 09:59:25 -05'00'</small>	Signature: <i>[Handwritten Signature]</i>
Name: Ivanka Farrell	Name: <i>Step Quark</i>
Date of Request to Purchase Ad Time: 09/22/21	Date of Station Agreement to Sell Time: <i>12/7/2021</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>52747</i>	Station Call Letters: WTOP/WWWT/WTLP	Date Received/Requested: <i>12/7/2021</i>
Est. #: <i>001470</i>	Station Location: Washington DC	Run Start and End Dates: <i>1/10 - 2/20, 2022</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.