

EFFECTV POLITICAL RECORD OF REQUEST: NATIONAL AND LOCAL ISSUE ADS

- Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet, national health care policy, national abortion rights issues, or federal judicial appointments, etc.).
- OR**
- Ad relates to state or local issue and does not communicate a political matter of national importance (e.g., issues being decided by the state legislature or city council, state ballot issues, zoning controversies, local school issues.)
- 1) **Requested by (Agency name, address, phone number and contact):**
 - a) **Agency Name:** Strategic Media Placement
 - b) **Contact Name:** Anthony Iacovetti
 - c) **Phone Number:** 740-201-5500
 - d) **Address:** 7669 Stagers Loops, Delaware OH 43025
 - 2) **Paid for by (Advertiser/sponsor name, address, phone number & contact):**
 - a) **Name:** AIDS Healthcare Foundation
 - b) **Contact Name:** Teresa Gonzalez
 - c) **Phone Number:** 323-308-1832
 - d) **Address:** 6255 Susnet BLVD 21st Floor, Los Angeles, CA 90028
 - e) **EIN#, FEC#, W-9 or CP575 (optional):**
 - 3) **Date of request:** 4/20/2023
 - 4) **Request received by:** Drew Knepley
 - 5) **Description of the content of the ad (e.g. topics or issues discussed/candidates referenced):**
 - 6) **If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election:**
 - 7) **If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):**
 - 8) **If ad refers to any state or local election or candidate list: ALL names(s) of candidate(s) referred to, office being sought and date of election:**
 - 9) **If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise):**
 - 10) **List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors:**
 - 11) **If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry:**
 - a) **Date of follow-up inquiry:**
 - b) **Name of person contacted for follow-up inquiry:**
 - 12) **DMA :** San Francisco **Interconnect (Check if Yes)**
Zones:
 - 13) **Distribution Platform(s): Check if applies:**
 Linear TV; **VOD;** **Digital/websites/apps**
 - 14) **Date and information provided, if any:**
 - 15) **Disposition:**
 Accepted – see attached contract details
 Rejected – provide reason:

**EFFECTV POLITICAL RECORD OF REQUEST:
NATIONAL AND LOCAL ISSUE ADS**

16) **Date of ROR completion:** 4/20/2023

17) **Additional information:**