



BULLY PULPIT
INTERACTIVE

Agency Contact: amash@bpimedia.com
Campaign: Facebook - H2 Public Affairs Campaign
Job ID: 0014770

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 - ROW	United States	Elites - 3P	All		09/24/2021	12/31/2021	\$273,125.00	Flat	\$0.00	1	41499
TOTAL								\$ 273,125.00			100	

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

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/unu19vj4h4p88f/Partner%20Reported%20SpendTemplate.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 11(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 bpi_invoicecapture@concursolutions.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

Carolyn Lieberman

MEDIA VENDOR

WTOP News

VENDOR CONTACT (PRINTED):

Carolyn Lieberman

Credit Default: Sep 23, 2021 09:00 EDT

SIGNATURE

Account Manager

TITLE

Sep 22, 2021

DATE

Amanda Marsh

AGENCY CONTACT (PRINTED):

Amanda Marsh

SIGNATURE

Associate Media Director

TITLE

September 21, 2021

DATE

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 Digitally signed by Ivanka Farrell Date: 2021.09.21 09:59:25 -05'00'	Signature: <i>[Handwritten Signature]</i>
Name: Ivanka Farrell	Name: <i>[Handwritten Name]</i>
Date of Request to Purchase Ad Time: 09/22/21	Date of Station Agreement to Sell Time: 9/22/2021

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: **9/22/2021**

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 #: 90001	Station Call Letters: WTOP/WWWT/WTLP	Date Received/Requested: 9/22/2021
Est. #: N/A	Station Location: Washington DC	Run Start and End Dates: 9/24-12/24, 2021

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.