

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

- x 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 or judicial appointments, etc.)

OR

- Ad relates to state or local issue and does not communicate a political matter of national importance (i.e., does not refer to a federal candidate/election, or any political matter of national importance such as immigration, IRS tax code, federal cabinet or judicial appointments, etc.)

---

1. Requested by (Agency name, address, phone number & contact):

Agency Name: \_\_\_Media Plus\_\_\_\_\_

Contact Name: \_\_\_MaryAnn Grajek

Phone Number: \_\_\_206-204-3104

Address: \_\_\_PO BOX 46789, Seattle, WA 98146

2. Paid for by (Advertiser/sponsor name, address, phone number & contact):

Name: \_\_\_Washington Health Benefit Exchange\_\_\_\_\_

Contact Name: \_\_\_none provided\_\_\_

Phone Number: \_\_\_(855) 923-4633\_\_\_\_\_

Address: \_\_\_810 Jefferson St SE, Olympia, WA 98501\_\_\_\_\_

3. Date of request: \_\_\_10/30/2020\_\_\_\_\_

4. Request received by: \_\_\_Christine Lee\_\_\_\_\_

5. Content of the ad: \_\_\_Obamacare open enrollment\_\_\_\_\_

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 name(s) of candidate(s) referred to, office being sought and date of election: \_\_\_\_\_

Revised 1/8/2020

COM:1066669v2  
COM:1154174v1

---

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: \_\_\_ Ron Sims, Exchange Board Chair; Diana Avalos Leos, Don Conant, Hiroshi Nakano, Mark Stensager, Melissa Cunningham, Maureen McLaughlin, April Betts Gibson, John Schapman

11. If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry: \_\_\_ YES

12. DMA: \_\_\_ Seattle \_\_\_\_\_, **Interconnect (Y or N)**

Zones: \_\_\_\_\_

13. Distribution Platform(s): \_\_\_x\_\_\_ Linear TV; \_\_\_\_\_ VOD; \_\_\_\_\_  
Digital/websites/apps

14. Payment Method \_\_\_ Cash; \_\_\_x\_\_\_ Credit Card; \_\_\_ Check; \_\_\_\_\_ Other (if Other is selected describe payment method)

15. Date and nature of any follow-ups: \_\_\_\_\_

16. Disposition:

Accepted – see attached contract details

Rejected – provide reason:  
\_\_\_\_\_

17. Date of ROR completion: \_\_\_ 11/2/2020 \_\_\_\_\_

18. Additional Information:

Revised 1/8/2020

COM:1066669v2  
COM:1154174v1