



The Trade Desk, Inc.
42 N Chestnut St
Ventura, CA 93001

INVOICE

Invoice Date : 12/31/2021
Invoice Number : 100255460
Customer ID : 3114
Due Date : 02/14/2022
Term : D 30, Late 45
Term Description : Payment discount applies to following month's platform share
Comments :

Bill-to Site Number: 5870

BILL **Hoffman York**
TO: 200 N. Water St.
Milwaukee, WI 53202

Ship-to Site Number: 5870

SOLD **Hoffman York**
TO: 200 N. Water St.
Milwaukee, WI 53202
VAT ID/Tax ID :

DIGITAL ADVERTISING TRANSACTION DETAILS					
Month of Service: December 2021					
ADVERTISER	CAMPAIGN	IO#	IMPRESSIONS	CHARGE DESCRIPTION	AMOUNT
Destination Kohler	KHOS-21 DK Remarketing		360968	Media Cost	\$933.68
Destination Kohler	KHOS-21 DK Remarketing		0	Data Cost	\$255.73
Destination Kohler	KHOS-21 DK Remarketing		0	Feature Cost	\$13.93
Destination Kohler	KHOS-21 DK Remarketing		0	TTD Fee	\$246.47
Destination Kohler	KHOS-21 DK Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$17.26
Destination Kohler	KHOS-21 DK Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$33.32
Destination Kohler	KHOS-21 Golf Remarketing		313118	Media Cost	\$600.93
Destination Kohler	KHOS-21 Golf Remarketing		0	Data Cost	\$201.11
Destination Kohler	KHOS-21 Golf Remarketing		0	Feature Cost	\$10.28
Destination Kohler	KHOS-21 Golf Remarketing		0	TTD Fee	\$166.38
Destination Kohler	KHOS-21 Golf Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$11.65
Destination Kohler	KHOS-21 Golf Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$22.49
Destination Kohler	KHOS-21 KORC Remarketing		197374	Media Cost	\$736.39
Destination Kohler	KHOS-21 KORC Remarketing		0	Data Cost	\$183.63
Destination Kohler	KHOS-21 KORC Remarketing		0	Feature Cost	\$10.02
Destination Kohler	KHOS-21 KORC Remarketing		0	TTD Fee	\$190.49
Destination Kohler	KHOS-21 KORC Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$13.34
Destination Kohler	KHOS-21 KORC Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$25.75
Destination Kohler	KHOS-21 KWS Kohler Remarketing		127306	Media Cost	\$356.00
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	Data Cost	\$95.74
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	Feature Cost	\$5.11
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	TTD Fee	\$93.57
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$6.55
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$12.65
Destination Kohler	KHOS-21 KWS LP Remarketing		84638	Media Cost	\$298.37
Destination Kohler	KHOS-21 KWS LP Remarketing		0	Data Cost	\$65.89
Destination Kohler	KHOS-21 KWS LP Remarketing		0	Feature Cost	\$4.00
Destination Kohler	KHOS-21 KWS LP Remarketing		0	TTD Fee	\$75.43
Destination Kohler	KHOS-21 KWS LP Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$5.28
Destination Kohler	KHOS-21 KWS LP Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$10.20
Destination Kohler	KHOS-21 LK Remarketing		287862	Media Cost	\$903.71
Destination Kohler	KHOS-21 LK Remarketing		0	Data Cost	\$225.43
Destination Kohler	KHOS-21 LK Remarketing		0	Feature Cost	\$12.65
Destination Kohler	KHOS-21 LK Remarketing		0	TTD Fee	\$233.86

Destination Kohler	KHOS-21 LK Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$16.38
Destination Kohler	KHOS-21 LK Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$31.61
Montana Tourism	FY22 Winter - Audience Targeting Display		505997	Media Cost	\$1,106.72
Montana Tourism	FY22 Winter - Audience Targeting Display		0	Data Cost	\$616.52
Montana Tourism	FY22 Winter - Audience Targeting Display		0	Feature Cost	\$62.11
Montana Tourism	FY22 Winter - Audience Targeting Display		0	TTD Fee	\$365.67
Montana Tourism	FY22 Winter - Audience Targeting Display		0	TTD Platform Fee - Tier Volume Discount	-\$25.61
Montana Tourism	FY22 Winter - Audience Targeting Display		0	TTD Platform Fee - Early Payment Discount	-\$49.43
Montana Tourism	FY22 Winter - Audio		56767	Media Cost	\$530.11
Montana Tourism	FY22 Winter - Audio		0	Data Cost	\$112.72
Montana Tourism	FY22 Winter - Audio		0	Feature Cost	\$16.53
Montana Tourism	FY22 Winter - Audio		0	TTD Fee	\$135.05
Montana Tourism	FY22 Winter - Audio		0	TTD Platform Fee - Tier Volume Discount	-\$9.46
Montana Tourism	FY22 Winter - Audio		0	TTD Platform Fee - Early Payment Discount	-\$18.25
Montana Tourism	FY22 Winter - CTV		1463914	Media Cost	\$40,415.61
Montana Tourism	FY22 Winter - CTV		0	Data Cost	\$3,997.86
Montana Tourism	FY22 Winter - CTV		0	Feature Cost	\$586.76
Montana Tourism	FY22 Winter - CTV		0	TTD Fee	\$9,216.91
Montana Tourism	FY22 Winter - CTV		0	TTD Platform Fee - Tier Volume Discount	-\$645.44
Montana Tourism	FY22 Winter - CTV		0	TTD Platform Fee - Early Payment Discount	-\$1,245.85
Montana Tourism	FY22 Winter - Niche Audience Native Display		758388	Media Cost	\$2,020.05
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	Data Cost	\$934.33
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	Feature Cost	\$76.18
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	TTD Fee	\$620.72
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	TTD Platform Fee - Tier Volume Discount	-\$43.47
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	TTD Platform Fee - Early Payment Discount	-\$83.90
Montana Tourism	FY22 Winter - Retargeting Display		171521	Media Cost	\$541.83
Montana Tourism	FY22 Winter - Retargeting Display		0	Data Cost	\$173.27
Montana Tourism	FY22 Winter - Retargeting Display		0	Feature Cost	\$7.59
Montana Tourism	FY22 Winter - Retargeting Display		0	TTD Fee	\$148.02
Montana Tourism	FY22 Winter - Retargeting Display		0	TTD Platform Fee - Tier Volume Discount	-\$10.37
Montana Tourism	FY22 Winter - Retargeting Display		0	TTD Platform Fee - Early Payment Discount	-\$20.01
Montana Tourism	FY22 Winter - Retargeting Native Display		47994	Media Cost	\$172.79
Montana Tourism	FY22 Winter - Retargeting Native Display		0	Data Cost	\$49.72
Montana Tourism	FY22 Winter - Retargeting Native Display		0	Feature Cost	\$4.41
Montana Tourism	FY22 Winter - Retargeting Native Display		0	TTD Fee	\$46.48
Montana Tourism	FY22 Winter - Retargeting Native Display		0	TTD Platform Fee - Tier Volume Discount	-\$3.25
Montana Tourism	FY22 Winter - Retargeting Native Display		0	TTD Platform Fee - Early Payment Discount	-\$6.28
Montana Tourism	FY22 Winter - Retargeting Native Video		65114	Media Cost	\$376.84
Montana Tourism	FY22 Winter - Retargeting Native Video		0	Data Cost	\$65.92
Montana Tourism	FY22 Winter - Retargeting Native Video		0	Feature Cost	\$29.97
Montana Tourism	FY22 Winter - Retargeting Native Video		0	TTD Fee	\$96.82
Montana Tourism	FY22 Winter - Retargeting Native Video		0	TTD Platform Fee - Tier Volume Discount	-\$6.78

Montana Tourism	FY22 Winter - Retargeting Native Video		0	TTD Platform Fee - Early Payment Discount	-\$13.09
Outer Banks Visitors Bureau	FY21-22 - Continuity - Native Content Support (Dec-Jun)		431886	Media Cost	\$1,683.09
Outer Banks Visitors Bureau	FY21-22 - Continuity - Native Content Support (Dec-Jun)		0	Data Cost	\$289.66
Outer Banks Visitors Bureau	FY21-22 - Continuity - Native Content Support (Dec-Jun)		0	Feature Cost	\$44.14
Outer Banks Visitors Bureau	FY21-22 - Continuity - Native Content Support (Dec-Jun)		0	TTD Fee	\$413.10
Outer Banks Visitors Bureau	FY21-22 - Continuity - Native Content Support (Dec-Jun)		0	TTD Platform Fee - Tier Volume Discount	-\$28.93
Outer Banks Visitors Bureau	FY21-22 - Continuity - Native Content Support (Dec-Jun)		0	TTD Platform Fee - Early Payment Discount	-\$55.84
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Audio		244933	Media Cost	\$1,387.56
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Audio		0	Data Cost	\$494.75
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Audio		0	Feature Cost	\$83.49
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Audio		0	TTD Fee	\$402.63
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Audio		0	TTD Platform Fee - Tier Volume Discount	-\$28.20
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Audio		0	TTD Platform Fee - Early Payment Discount	-\$54.42
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_CTV		265280	Media Cost	\$5,204.63
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_CTV		0	Data Cost	\$643.67
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_CTV		0	Feature Cost	\$108.10
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_CTV		0	TTD Fee	\$1,219.99
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_CTV		0	TTD Platform Fee - Tier Volume Discount	-\$85.43
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_CTV		0	TTD Platform Fee - Early Payment Discount	-\$164.91
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Display		381329	Media Cost	\$939.18
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Display		0	Data Cost	\$487.17
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Display		0	Feature Cost	\$21.61
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Display		0	TTD Fee	\$296.57
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Display		0	TTD Platform Fee - Tier Volume Discount	-\$20.77
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Display		0	TTD Platform Fee - Early Payment Discount	-\$40.09
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Native-Display		524795	Media Cost	\$958.23
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Native-Display		0	Data Cost	\$435.39
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Native-Display		0	Feature Cost	\$54.44
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Native-Display		0	TTD Fee	\$296.59
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Native-Display		0	TTD Platform Fee - Tier Volume Discount	-\$20.77
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Native-Display		0	TTD Platform Fee - Early Payment Discount	-\$40.09
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Video		628533	Media Cost	\$3,864.72
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Video		0	Data Cost	\$1,395.21
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Video		0	Feature Cost	\$374.93
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Video		0	TTD Fee	\$1,154.13
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Video		0	TTD Platform Fee - Tier Volume Discount	-\$80.82
Outer Banks Visitors Bureau	FY21-22-Spring-Summer_Video		0	TTD Platform Fee - Early Payment Discount	-\$156.00
Wahl Clipper Corporation	wahl-21-massager_preroll_hytd_brand_v complete		475507	Media Cost	\$3,247.80
Wahl Clipper Corporation	wahl-21-massager_preroll_hytd_brand_v complete		0	Data Cost	\$993.12

Wahl Clipper Corporation	wahl-21-massager_preroll_hytd_brand_v complete		0	Feature Cost	\$269.34
Wahl Clipper Corporation	wahl-21-massager_preroll_hytd_brand_v complete		0	TTD Fee	\$923.79
Wahl Clipper Corporation	wahl-21-massager_preroll_hytd_brand_v complete		0	TTD Platform Fee - Tier Volume Discount	-\$64.69
Wahl Clipper Corporation	wahl-21-massager_preroll_hytd_brand_v complete		0	TTD Platform Fee - Early Payment Discount	-\$124.87
Wahl Clipper Corporation	wahl-21-massagers_display-native_hytd_product_conv		1250006	Media Cost	\$4,386.71
Wahl Clipper Corporation	wahl-21-massagers_display-native_hytd_product_conv		0	Data Cost	\$2,326.58
Wahl Clipper Corporation	wahl-21-massagers_display-native_hytd_product_conv		0	Feature Cost	\$65.18
Wahl Clipper Corporation	wahl-21-massagers_display-native_hytd_product_conv		0	TTD Fee	\$1,388.36
Wahl Clipper Corporation	wahl-21-massagers_display-native_hytd_product_conv		0	TTD Platform Fee - Tier Volume Discount	-\$97.22
Wahl Clipper Corporation	wahl-21-massagers_display-native_hytd_product_conv		0	TTD Platform Fee - Early Payment Discount	-\$187.67
Wahl Clipper Corporation	wahl-21-masssagers_native_hytd_brand_impr		416883	Media Cost	\$1,226.78
Wahl Clipper Corporation	wahl-21-masssagers_native_hytd_brand_impr		0	Data Cost	\$307.71
Wahl Clipper Corporation	wahl-21-masssagers_native_hytd_brand_impr		0	Feature Cost	\$179.29
Wahl Clipper Corporation	wahl-21-masssagers_native_hytd_brand_impr		0	TTD Fee	\$351.02
Wahl Clipper Corporation	wahl-21-masssagers_native_hytd_brand_impr		0	TTD Platform Fee - Tier Volume Discount	-\$24.58
Wahl Clipper Corporation	wahl-21-masssagers_native_hytd_brand_impr		0	TTD Platform Fee - Early Payment Discount	-\$47.45
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		281997	Media Cost	\$667.84
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	Data Cost	\$557.86
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	Feature Cost	\$60.88
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	TTD Fee	\$263.52
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	TTD Platform Fee - Tier Volume Discount	-\$18.45
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	TTD Platform Fee - Early Payment Discount	-\$35.62
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Audience Targeting		267082	Media Cost	\$984.90
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Audience Targeting		0	Data Cost	\$586.41
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Audience Targeting		0	Feature Cost	\$29.88
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Audience Targeting		0	TTD Fee	\$327.96
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Audience Targeting		0	TTD Platform Fee - Tier Volume Discount	-\$22.97
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Audience Targeting		0	TTD Platform Fee - Early Payment Discount	-\$44.33
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Retargeting		34502	Media Cost	\$192.22
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Retargeting		0	Data Cost	\$33.98
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Retargeting		0	Feature Cost	\$2.51
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Retargeting		0	TTD Fee	\$46.84
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Retargeting		0	TTD Platform Fee - Tier Volume Discount	-\$3.28
Wisconsin School of Business	WSB-FY22 FT MBA Marketing Retargeting		0	TTD Platform Fee - Early Payment Discount	-\$6.33
Wisconsin School of Business	WSB-FY22 FT MBA Primary Audience Targeting		268555	Media Cost	\$1,057.88

Wisconsin School of Business	WSB-FY22 FT MBA Primary Audience Targeting		0	Data Cost	\$647.28
Wisconsin School of Business	WSB-FY22 FT MBA Primary Audience Targeting		0	Feature Cost	\$94.36
Wisconsin School of Business	WSB-FY22 FT MBA Primary Audience Targeting		0	TTD Fee	\$368.58
Wisconsin School of Business	WSB-FY22 FT MBA Primary Audience Targeting		0	TTD Platform Fee - Tier Volume Discount	-\$25.81
Wisconsin School of Business	WSB-FY22 FT MBA Primary Audience Targeting		0	TTD Platform Fee - Early Payment Discount	-\$49.82
Wisconsin School of Business	WSB-FY22 FT MBA Retargeting		173295	Media Cost	\$602.53
Wisconsin School of Business	WSB-FY22 FT MBA Retargeting		0	Data Cost	\$127.05
Wisconsin School of Business	WSB-FY22 FT MBA Retargeting		0	Feature Cost	\$10.75
Wisconsin School of Business	WSB-FY22 FT MBA Retargeting		0	TTD Fee	\$151.63
Wisconsin School of Business	WSB-FY22 FT MBA Retargeting		0	TTD Platform Fee - Tier Volume Discount	-\$10.62
Wisconsin School of Business	WSB-FY22 FT MBA Retargeting		0	TTD Platform Fee - Early Payment Discount	-\$20.50
Wisconsin School of Business	WSB-FY22 FT MBA URM Audience Targeting		252090	Media Cost	\$982.67
Wisconsin School of Business	WSB-FY22 FT MBA URM Audience Targeting		0	Data Cost	\$632.47
Wisconsin School of Business	WSB-FY22 FT MBA URM Audience Targeting		0	Feature Cost	\$80.73
Wisconsin School of Business	WSB-FY22 FT MBA URM Audience Targeting		0	TTD Fee	\$347.34
Wisconsin School of Business	WSB-FY22 FT MBA URM Audience Targeting		0	TTD Platform Fee - Tier Volume Discount	-\$24.32
Wisconsin School of Business	WSB-FY22 FT MBA URM Audience Targeting		0	TTD Platform Fee - Early Payment Discount	-\$46.95
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		240196	Media Cost	\$609.07
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	Data Cost	\$372.78
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	Feature Cost	\$69.42
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	TTD Fee	\$215.32
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	TTD Platform Fee - Tier Volume Discount	-\$15.08
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	TTD Platform Fee - Early Payment Discount	-\$29.11
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		38089	Media Cost	\$151.91
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	Data Cost	\$32.22
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	Feature Cost	\$2.78
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	TTD Fee	\$38.28
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	TTD Platform Fee - Tier Volume Discount	-\$2.68
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	TTD Platform Fee - Early Payment Discount	-\$5.17
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		300268	Media Cost	\$999.12
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	Data Cost	\$234.71
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	Feature Cost	\$14.26
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	TTD Fee	\$255.63
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$17.90
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$34.55
				SUBTOTAL	\$114,094.63
				TOTAL	\$114,094.63
				INVOICE CURRENCY	USD

Checks should be mailed to Lockbox:
THE TRADE DESK, INC
PO Box 102757

Balance Questions: ar@thetradedesk.com
Remittance Questions: ttd-remittance@thetradedesk.com

Pasadena, CA 91189-102757

Overnight Lockbox Address:

The Trade Desk, INC. 102757

2710 Media Center Dr, Bldg 6, Ste 120,
Los Angeles, CA 90065

ACH Payments Should Be Sent To:

For Credit To:	THE TRADE DESK INC
Bank Name:	JP Morgan Chase Bank, N.A.
ABA or Routing #:	322271627
Account #: (USD Wires)	725125386

Wires Payments Should Be Sent To:

For Credit To:	THE TRADE DESK INC
Bank Name:	JP Morgan Chase Bank, N.A.
ABA or Routing #:	021000021
Account #: (USD Wires)	725125386

International Wires Should Be Sent To:

Swift Code:	CHASUS33
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