

INSERTION ORDER	PO063688
BILLING PERIOD	NOVEMBER 2022
BILLING DATES	Nov 1,2022 To Nov 30,2022
ADVERTISER	VITAL FARMS, INC.
CAMPAIGN	Vital Farms Awareness 4Q22 Hulu-



Thank you for your business!

Hulu, LLC
15059 Collections Center Drive
Chicago, IL 60693
Fed. Tax ID: 02-0809769

Questions? Please email Hulu.AR@Disney.com
Please include the invoice number on your remittance.

Bank of America
Account Name: Hulu, LLC
Account No.: 1233065811
Wire ABA No.: 026009593
ACH ABA No.: 121000358

Flight Name	Description	Contracted		Unit Amount	Unit Cost	Cost Method	Gross Amount	Net Amount Due
		Start	End					
DTA P2+_Scatter_Vital Farms_Video Commercial_FX on Hulu-REACH MEDIA_NG A25-54_3P Targeting_Q4'22 - November 5581918	Video Commercial	Nov 1, 2022	Nov 18, 2022	702437	\$38.86	CPM		\$27,296.70
DTA P2+_Scatter_Vital Farms_Video Commercial_Binge Persuasion-REACH MEDIA_NG A25-54_3P Targeting_Q4'22 - November 5582208	Video Commercial	Nov 1, 2022	Nov 18, 2022	2730062	\$38.86	CPM		\$106,090.21
DTA P2+_Scatter_Vital Farms_Video Commercial_Hot on Hulu-REACH MEDIA_NG A25-54_3P Targeting_Q4'22 - November 5582648	Video Commercial	Nov 1, 2022	Nov 18, 2022	1890617	\$38.86	CPM		\$73,469.38

Please remit NET amount (USD):

\$206,856.29