

3644 Eastham Dr.
Culver City, CA 90232
(310) 237-6304

Account Invoice

Account Number	Invoice Number	Please pay	Due Date
23223	118511	\$28,784.19	2020-06-30

Invoice Date: 2020-06-01

Invoice Period: 2020-05-01 ~ 2020-05-31

brandon Walker 7/20/2020



Lauren Johnson (Jul 24, 2020 17:46 GMT)

Notes:

PO054883

Payment:

We accept ACH/Wire, Major Credit Cards and Checks.

Send checks to:
Steel House, Inc. PO BOX 841352 Dallas, TX 75284-1352

Wires/ACH Payments Should Be Sent To:	
For credit to:	Steelhouse Inc.
Bank Name:	Bridge Bank, a division of Western Alliance Bank
ABA or Routing Number:	121143260
Account Number:	8156802333

International Wires in USD Only:	
Swift Code:	BBFXUS6S

Subtotal	\$28,784.19
Total Due	\$28,784.19

Please contact customercare@steelhouse.com for more information.



Vendor: Steelhouse, Inc.
Client: Advance Auto Parts
Date: 05/28/2020
Campaign: 033 ~ AAP_SteelHouse_May_FY20
IO Number: PO054883

Media Insertion Order

360i LLC:

Main Contact: Zoie Hashim
Email: zoie.hashim@360i.com

Phone#: -

Bill To:

Company: 360i LLC
Billing Name: Accounts Payable
Email: 360i-accountspayable-nyc@360i.com

Address1: 32 Avenue of the Americas
Address2: 6th Floor
City: New York
State/Country : NY

Billing Instructions: PO054883 must be included on Invoice to 360i LLC

Vendor:

Company: Steelhouse, Inc.
Contact Name:
Phone#:
Fax#:
Email:

Address1: 3644 Eastham Drive
Address2:
City: Culver City
State/Country: CA
Zip Code: 90232

Contracted Inventory:

Group / Placement Alternators

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	535,200.29	\$3,478.80
		05/17/2020 - 05/31/2020	CPM	\$6.50	585,348.70	\$3,804.77

Group / Placement Carquest Brake Pads

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	4,532,811.24	\$29,463.27
		05/17/2020 - 05/31/2020	CPM	\$6.50	4,312,731.99	\$28,032.76

Group / Placement DayCo Belts

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	985,178.67	\$6,403.66
		05/17/2020 - 05/31/2020	CPM	\$6.50	476,198.85	\$3,095.29

Group / Placement DayCo Hoses						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	466,612.39	\$3,032.98
		05/17/2020 - 05/31/2020	CPM	\$6.50	225,556.20	\$1,466.12
Group / Placement DayCo Pulleys						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	95,512.97	\$620.83
		05/17/2020 - 05/31/2020	CPM	\$6.50	46,161.38	\$300.05
Group / Placement DayCo Tensioners						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	323,755.04	\$2,104.41
		05/17/2020 - 05/31/2020	CPM	\$6.50	156,468.30	\$1,017.04
Group / Placement Dynamic Remarketing						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	11,115,685.00	\$72,251.95
		05/17/2020 - 05/31/2020	CPM	\$6.50	8,877,109.51	\$57,701.21
Group / Placement Dynamic Remarketing Incremental						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/17/2020 - 05/31/2020	CPM	\$6.50	1,729,107.00	\$11,239.20
Group / Placement Starters						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	229,394.81	\$1,491.07
		05/17/2020 - 05/31/2020	CPM	\$6.50	250,874.64	\$1,630.69
Group / Placement Technet (Prospecting)						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	1,850,232.97	\$12,026.51
		05/17/2020 - 05/31/2020	CPM	\$6.50	1,734,593.41	\$11,274.86
Group / Placement Technet (Remarketing)						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		05/01/2020 - 05/16/2020	CPM	\$6.50	462,558.24	\$3,006.63
		05/17/2020 - 05/31/2020	CPM	\$6.50	433,647.69	\$2,818.71
Total:					39,424,739.29	\$256,260.81

Authorization

Authorized 360i LLC Representative

Client Representative

System

Approved By:

Brandon Walker

Print Name:

Rachel Siegel

Signature:



Date:

05/26/2020

Date:

5/28/2020

Comments

- Verified Visits reports Site visits that have resulted from Advertiser's Ads. Visits are considered verified if the impression served was deemed viewable – meaning the Ad was in view and that user visited the Advertiser Sites within two (2) hours of being exposed to the Ad; whether the user clicked on the Ad or organically returned to the Site.
- Media Company will only be judging performance metrics using viewable impressions, based on the IAB criteria that an Ad unit must have been 50% in-view for at least one (1) second