

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

**Account Invoice**

Account Number	Invoice Number	Please pay	Due Date
<b>23223</b>	<b>118640</b>	<b>\$28,801.29</b>	<b>2020-08-31</b>

Invoice Date: 2020-08-01

Invoice Period: 2020-07-01 ~ 2020-07-31

*brandon Walker* 8/28/2020

  
Lauren Johnson (Sep 9, 2020 20:57 GMT)

**Notes:**

PO055510 // PO055666

**Payment:**

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

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

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

<b>International Wires in USD Only:</b>	
Swift Code:	BBFXUS6S

<b>Subtotal</b>	\$28,801.29
<b>Total Due</b>	<b>\$28,801.29</b>

Please contact [customercare@steelhouse.com](mailto:customercare@steelhouse.com) for more information.



Vendor: Steelhouse, Inc.  
Client: Advance Auto Parts  
Date: 07/09/2020  
Campaign: 045 ~ AAP\_SteelHouse\_July&Aug\_FY20  
IO Number: PO055666

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: PO055666 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
		07/12/2020 - 07/31/2020	dCPM	\$6.50	828,517.02	\$5,385.36
		08/01/2020 - 08/08/2020	dCPM	\$6.50	331,406.50	\$2,154.14

**Group / Placement Carquest Brake Pads**

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		07/12/2020 - 07/31/2020	dCPM	\$6.50	5,386,943.02	\$35,015.13
		08/01/2020 - 08/08/2020	dCPM	\$6.50	2,154,777.82	\$14,006.06

**Group / Placement Dynamic Remarketing**

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		07/12/2020 - 07/31/2020	dCPM	\$6.50	34,436,492.54	\$223,837.20
		08/01/2020 - 08/08/2020	dCPM	\$6.50	13,774,597.32	\$89,534.88

Group / Placement Fel-Pro						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		07/12/2020 - 07/31/2020	dCPM	\$6.50	290,849.71	\$1,890.52
		08/01/2020 - 08/08/2020	dCPM	\$6.50	116,339.58	\$756.21
Group / Placement Moog						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		07/12/2020 - 07/31/2020	dCPM	\$6.50	564,544.55	\$3,669.54
		08/01/2020 - 08/08/2020	dCPM	\$6.50	225,818.74	\$1,467.82
Group / Placement Starters						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		07/12/2020 - 07/31/2020	dCPM	\$6.50	355,094.46	\$2,308.11
		08/01/2020 - 08/08/2020	dCPM	\$6.50	142,037.48	\$923.24
Group / Placement Technet (Prospecting)						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		07/12/2020 - 07/31/2020	dCPM	\$6.50	2,312,791.21	\$15,033.14
		08/01/2020 - 08/08/2020	dCPM	\$6.50	925,116.48	\$6,013.26
Group / Placement Technet (Remarketing)						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		07/12/2020 - 07/31/2020	dCPM	\$6.50	578,197.80	\$3,758.29
		08/01/2020 - 08/08/2020	dCPM	\$6.50	231,279.12	\$1,503.31
<b>Total:</b>					<b>62,654,803.35</b>	<b>\$407,256.21</b>

#### Authorization

Authorized 360i LLC Representative	Client Representative
System Approved By: <u>      Zoie Hashim      </u>	Print Name: <u>      Rachel Siegel      </u> Signature: <u>            </u>
Date: <u>      07/09/2020      </u>	Date: <u>      7/14/2020      </u>

Comments
<ul style="list-style-type: none"> <li>• 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 b e ing exposed to the Ad; whether the user clicked on the Ad or organically returned to the Site .</li> <li>• 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 fo r a t least one (1) second</li> </ul>
Disclaimer
This media insertion order is a contract governed by law and by the terms and conditions hereafter set forth. Each party acknowledges that it has received, read and agrees to be bound by the provisions hereafter set forth and further agrees that it has the authority to enter into this agreement.