

5858 Horton Street
Suite 300
Emeryville, CA 94608

Invoice	078940
Date	11/30/2019
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Bill To:

360i.com - Raymour & Flanigan Furniture
Attn: Accounts Payable
32 Avenue of the Americas
New York NY 110014
United States

Invoice Description:

Advertising For NOVEMBER 2019
IO Name: 003_Raymour_2019_Mattress Display_P2-P5
IO#: PO046657
Client Name: Raymour & Flanigan
Billing Period: 11/01/2019 - 11/30/2019

Insertion order #		Customer ID	Salesperson ID	Payment Terms	
		360-RAY	MCCONNAUGHEYJOC	NET 30	
Contracted Impressions ('000s)	Impressions Delivered ('000s)	Description		CPM	Amount
163,612	163,703	Multiple Units.CY19_RF_MAC_EXPO_PUR_CON_CSD_PRO_BTA_CPM_DCM_Mattress_AERO Targeting_PKG_NA_NA		\$4.95	\$809.88
4,842,283	4,842,284	Multiple Units.CY19_RF_MAC_EXPO_PUR_CON_CSD_PRO_BTA_CPM_DCM_Mattress_AERO Targeting_PKG_NA_NA		\$5.40	\$26,153.76
175,681	175,681	Multiple Units.CY19_RF_MAC_EXPO_PUR_CON_CSD_PRO_BTA_CPM_DCM_Mattress_AERO Targeting_PKG_NA_NA		\$5.99	\$1,052.33

Please Remit Payment To:

Total \$28,015.97

Wire Transfer: Account#: 4122301856; Routing#: 121000248
Wells Fargo Bank, 420 Montgomery Street, San Francisco, CA 94104 USA

ACH: Wells Fargo Bank; Account#: 4122301856; ABA#: 121000248

Check: Please mail checks to Exponential Interactive, Inc., P.O. Box 203823, Dallas, TX 75320-3823

Contact Phone # (510) 250-5542; Contact Email: billing@exponential.com

Samantha Palm 12/17/19
Amy Fran 12/18/19



Vendor: Exponential Interactive, Inc.
Client: Raymour & Flanigan
Date: 10/04/2019
Campaign: 003 ~ Raymour_2019_Mattress Display_P2-P12
IO Number: PO046657

Media Insertion Order

360i LLC:

Main Contact: Sophia Ryland
Email: Sophie.Ryland@360i.com

Phone#: -

Bill To:

Company: 360i LLC
Billing Name: Accounts Payable
Phone#: 212-703-7266
Email: accounts payable@360i LLC.com

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

Billing Instructions: PO046657 must be included on Invoice to 360i LLC

Vendor:

Company: Exponential Interactive, Inc.
Contact Name:
Phone#:
Fax#:
Email:

Address1: P.O Box 39000dept. 33785
Address2:
City: San Francisco
State/Country: CA
Zip Code: 94139

Contracted Inventory:

Group / Placement CY19_RF_MAC_EXPO_PUR_CON_CSD_PRO_BTA_AV_DCM_Mattress_AERO Targeting Added
Value PKG NA NA

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		10/03/2019 - 11/01/2019	dCPM	\$0.00	395,138.00	\$0.00

Group / Placement CY19_RF_MAC_EXPO_PUR_CON_CSD_PRO_BTA_CPM_DCM_Mattress_AERO
Targeting PKG NA NA

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		09/28/2019 - 11/01/2019	dCPM	\$6.00	5,085,453.00	\$30,512.72
		11/02/2019 - 11/29/2019	dCPM	\$6.00	4,358,960.00	\$26,153.76
		11/30/2019 - 12/27/2019	dCPM	\$6.00	3,995,713.00	\$23,974.28
		04/03/2019 - 05/03/2019	CPM	\$5.50	4,015,016.00	\$22,082.59
		05/04/2019 - 05/31/2019	CPM	\$5.50	3,452,064.00	\$18,986.35
		06/01/2019 - 06/28/2019	CPM	\$5.50	5,454,545.00	\$30,000.00
		06/29/2019 - 08/02/2019	CPM	\$5.50	6,327,272.00	\$34,800.00
		08/03/2019 - 08/30/2019	CPM	\$5.50	3,872,727.00	\$21,300.00
		08/31/2019 - 09/27/2019	CPM	\$5.50	5,151,498.00	\$28,333.24
Total:					42,108,386.00	\$236,142.94

Authorization

Authorized 360i LLC Representative	Client Representative
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System

Approved By:

Amy Fraser

Print Name:

Dilip

Digitally signed

by Dilip DaSilva

Date:

Signature:

DaSilva

2019.10.05

03:16:38 +05'30'

Date:

10/03/2019

Date:

Comments

Brand Guidelines

All of the terms and conditions contained in the below Buying Guidelines are part of the Insertion Order, unless specifically stated otherwise.

1) Agency will use 3rd party verification partner, DoubleVerify (DV), to monitor and maintain in the best possible levels of display viewability and authentic rate.

2) All Display/Video/Social (DVS) purchases should achieve a >90% "Authentic Rate" as defined by 3rd party verification partner, DoubleVerify to be in-geo, brand-safe, and qualified human traffic

a) For any impressions determined by third party to not meet >90% Authentic Rate as outlined above, the above will merit a credit from the publisher, appropriate to the dollars spent against the unacceptable impressions or in additional in-campaign impressions as directed by the agency

i. All credits or impression makegoods should be received the month immediately following error

ii. In-geography is defined as within our targeted DMA's

b) Brand-safe is defined as not appearing in content which violates DV settings as outlined in the campaign Blueprint.

c) Fraudulent impressions are not to exceed 5%. Anything above this amount will result in a make-good and possible cancellation.

3) At a minimum, media partner must follow latest IAB guidelines for viewability thresholds, though will endeavor to meet the highest viewability metrics possible. Current guidelines per IAB State of Viewability Transaction 2015 (where applicable based on viewability tracking capabilities):

a) Display: 50% pixels in view, 1 second

4) Screenshots are due to 360i no later than 5 business days post-launch.

5) Media partner must notify 360i before making any changes to their pixels. Any pixel violations are grounds for immediate removal from the plan. Media Partner agrees to implement tags exactly as provided, without adding, editing or removing any portion of the tag unless otherwise directed by one of our partners (i.e. DoubleVerify or NinthDecimal). Any errors made with tag implementation resulting in offsets of delivery, tracking, or performance will require a comprehensive make good to cover the entire affected period.

6) Media partners should adhere to even delivery and pacing throughout duration of the campaign (unless noted otherwise), and to the monthly budget allocations noted in this IO (budgets are not fluid between months without receiving prior written approval from 360i). In the event that accelerated pacing occurs, media partner agrees to grant the advertiser make-good delivery equal or greater to that which had been prematurely exhausted before end of month. Over delivery may not incur incremental charges beyond those agreed to in the IO.

7) Media partner agrees to cover advertising and/or 3rd party tracking verification fees (DCM and DV).

8) The information contained in this document and any attachments are private and are the confidential property of 360i and its affiliates.

5/10/19 - Exponential will run 1,287,000 added value impressions in P5 (5/3/19 - 5/31/19).

9/4/19 - Exponential will run 873,108 added value impressions in P9 (8/31 - 9/27).

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.