

# Vendor Payment Request Form

1- Company Name Vizeum,LLC

2- Vendor Name Nielsen Media Research

3- Invoice Number(s) 9340218592

4- Invoice Date(s) 12/07/2020

5- Total Invoice Amount \$9,402.49

6- Client and SOW/Job Code 360i RESEARCH - 20 - GEN

7- Billable No



8- Job/SOW was or will be billed on N/A

9- Select cost category (if applicable) **Hardcost** ☐ Pass-Through ☐ Freelance ☐ Other ☐

10- Expense Description: If this invoice is for future services (i.e. A Yearly Magazine Subscription) or for a future event (i.e. Marketing Tradeshow), please provide the date range or date of event \_\_\_\_\_

11- Other Information Nielsen NTI Monthly invoice for December 2020 -Vizeum

Note: For payment request outside of normal payment terms, please provide requested payment date \_\_\_\_\_

Provide Approval Signatures:	
 <small>Cynthia Vasquez (Dec 15, 2020 15:07 EST)</small>	Cynthia Vasquez
Preparer/Submitter Signature  <small>Melanie Santiago (Dec 15, 2020 16:58 EST)</small>	Name Melanie Santiago
Approver Signature	Name
Executive/Finance Approval (if needed)	Name



# INVOICE

**NIELSEN MEDIA RESEARCH**

85 BROAD STREET  
NEW YORK, NY 10004  
USA  
Federal Tax ID#: 06-1454128

<b>Invoice</b>	9340218592
<b>Date</b>	12/07/2020
<b>Account</b>	10387869
<b>Terms</b>	Net 30 days

**Bill To:**

SABRINA TRASKOS  
360i  
32 Avenue of the Americas Floor 6  
New York, NY 10013  
USA

**Ship To:**

VIZEUM  
150 EAST 42ND STREET  
NEW YORK, NY 10017  
USA

Description	Percentage	Amount	Total USD
<b>Nielsen Television Index</b> Contract No.: 290297 Charge for DEC 2020			
<b>NTI Gross Monthly Billing Charge</b> (Weighted Bracket Billing \$2318638.22 xBilling % 0.001347 or min. of \$2925.27.)		3,123.21	
Minimum Continuing Commitment Discount (7 Year Election)	-13.00 %	-406.02	
Sub Total		2,717.19	
Group Discount	-5.00 %	-135.86	
Sub Total		2,581.33	
NPM Sample Expansion Household Surcharge 1. SURCHARGE PERCENT CALCULATION: 4670 effective household in NPM sample X 0.00275% = 12.8425% 2. BASE AMOUNT USED IN CALCULATION: 2581.33 3. CALCULATION OF NPM SURCHARGE AMT: 12.8425% X 2581.33		331.51	
Sub Total		2,912.84	
Continued.....			

Your Nielsen representative is Michael A Giangrosso Tel: 646-654-95



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Description	Percentage	Amount	Total USD
National Sample Expansion (11 - 25) (661 effective households in NPM sample x 0.00240% = 1.586%)	1.59 %	46.20	
Net Amount			2,959.04
Charge for DEC 2020 <b>All Minute Respondent Level EDF</b>		5,657.00	
Net Amount			5,657.00
Charge for DEC 2020 <b>MRC Cooperation Charge</b>		20.00	
Net Amount			20.00
<b>State</b> NY	<b>Taxable</b> 8,636.04		766.45
Continued.....			

Your Nielsen representative is Michael A Giangrasso Tel: 646-654-95



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NEW YORK, NY 10017  
USA

Description	Percentage	Amount	Total USD
		Sub Total USD	8,636.04
		----- Total Tax USD	766.45
		----- Total Amount Due USD	9,402.49

**Remit Payment To:**

Nielsen Media Research  
PO Box 88961, Chicago, IL 60695-8961

**Wire Transfers:**

Bank Name : JPMORGAN CHASE BANK, N.A.  
Address : ONE CHASE MANHATTAN PLAZA 7 th FLR, NEW YORK, NY 10004  
Account No : 400206986  
Routing No : 021000021  
Swift : CHASUS33

For any questions about this document, call Accounts Receivable:

Deepika V

Email: deepika.v.ap@nielsen.com Tel: 855-425-8844 X 27411

Your Nielsen representative is Michael A Giangrasso Tel: 646-654-95

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## Details to Support Weighted Bracket Billing

Dec 2020

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<b>Contract Id:</b>	<b>290297</b>
<b>Client Name:</b>	<b>VIZEUM</b>
<b>Client Number:</b>	<b>00020590</b>
<b>Broadcast Monthly Buying</b>	0.00
<b>Number of Weeks</b>	5
<b># of Weeks Factor</b>	0.8667
<b>Subtotal 1</b>	0.00
<b>10% Discount</b>	0.00
<b>Subtotal 2</b>	0.00
<b>Monthly Cable Declaration</b>	2,318,638.22
<b>Monthly Syndicated Declaration</b>	0.00
<b>Subtotal 3</b>	2,318,638.22
<b>Weighted Buying Factor</b>	0.90
<b>Total Weighted Buying Billing</b>	2,086,774.40
<b>Monthly Planning Declaration</b>	2,318,638.22
<b>Weighted Planning Factor</b>	0.10
<b>Total Weighted Planning Billing</b>	231,863.82
<b>Weighted Monthly Billing</b>	2,318,638.22
<b>Weighted Bracket Billing</b>	2,318,638.22
<b>Billing Percentage</b>	0.1347%
<b>Gross Monthly Billing Charge</b>	3,123.21



32 Avenue of the Americas  
New York NY 10013  
Tel : 212-703-7200

## PURCHASE ORDER

PO NUMBER : PO054095  
P.O. DATE : 03/04/2020  
REVISION DATE - NO  
DUE DATE : 12/31/2020  
PAGE : 1 of 3  
TOTAL PRICE : \$300,000.00

VENDOR: V02180/US44

Nielsen Media Research  
Po Box 88961  
Chicago, IL 606958961

Ship To:

THIS PURCHASE ORDER IS SUBJECT TO THE TERMS AND CONDITIONS ATTACHED HERETO

LINE	DESCRIPTION	JOB NUMBER / DESCRIPTION	QUANTITY	RATE	COST
1	Media Measurement	360I RESEARCH-20-GEN 2020 Research-General	12.00	25,000.00	300,000.00
Vizeum-Nielsen NTI Monthly Invoice					
TOTAL					\$300,000.00

A COPY OF THIS P.O. MUST BE RETURNED WITH YOUR INVOICE

INVOICE NOT TO EXCEED PO AMOUNT

This purchase order is subject to all terms and conditions stated on attached form and outlined above. Acceptance is limited to the Terms stated herein, and any additional or different term proposed by Vendor is objected to and hereby rejected.

By: \_\_\_\_\_  
Authorized Signature

By: \_\_\_\_\_  
Print Name, Title & Date

Approved by: Gail Sanders

Ordered by: Gail Sanders