




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


Bruce Williams (Apr 13, 2020)

Account Invoice

Brandon Walker 4/8/2020

Account Summary

Advance Auto Parts

c/o 360 LLC
32 Avenue of the Americas 6th Fl
New York, NY

Account Number	Invoice Number	Due Date	Total Amount Due
11152	217481	02/29/2020	\$237,221.48

IO # PO052879

Invoice Date February 2, 2020
Invoice Period 01/01/2020 - 01/31/2020

Please send payments to SteelHouse, Inc.
PO BOX 841352
Dallas, TX 75284-1352

Agreement Terms \$6.50 CPM

1/1-1/25			
Campaign Names	Impressions	CPM	Billable Amount
Battery	1,669,311	6.5	\$ 10,850.52
Cart	5,956,845	6.5	\$ 38,719.49
General	12,447,580	6.5	\$ 80,374.94
Speed Perks	3,577,838	6.5	\$ 23,255.95
Sylvania	784,471	6.5	\$ 4,683.00
Trico	2,940,687	6.5	\$ 10,558.41
Trico - Weather Trigger	460,255	6.5	\$ 2,991.66
Weather Trigger	2,220,021	6.5	\$ 14,048.99
Grand Total	30,057,008	6.5	\$ 185,482.96
1/26-1/31			
Campaign Names	Impressions	CPM	Billable Amount
Battery	424,607	6.5	\$ 2,759.95
Cart	1,652,925	6.5	\$ 10,744.01
General	3,420,874	6.5	\$ 20,794.51
Speed Perks	950,155	6.5	\$ 6,176.01
Alternators	196,817	6.5	\$ 1,279.31
Starters	76,222	6.5	\$ 495.44
Sylvania	164,959	6.5	\$ 1,003.78
Trico	450,022	6.5	\$ 2,781.00
Trico - Weather Trigger	194,568	6.5	\$ 1,191.86
Weather Trigger	694,253	6.5	\$ 4,512.64
Grand Total	8,225,402	6.5	\$ 51,738.52



Vendor: Steelhouse, Inc.
Client: Advance Auto Parts
Date: 01/23/2020
Campaign: 009 ~ AAP_Steelhouse_January_FY20
IO Number: PO052879

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: PO052879 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
		01/26/2020 - 01/31/2020	CPM	\$6.50	200,706.00	\$1,304.59

Group / Placement Dynamic Remarketing

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/01/2020 - 01/25/2020	CPM	\$6.50	23,569,370.00	\$153,200.90
		01/26/2020 - 01/31/2020	CPM	\$6.50	6,226,842.32	\$40,474.48

Group / Placement Dynamic Remarketing Weather Trigger

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/01/2020 - 01/25/2020	CPM	\$6.50	2,161,383.00	\$14,048.99
		01/26/2020 - 01/31/2020	CPM	\$6.50	720,461.10	\$4,683.00

Group / Placement Starters						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/26/2020 - 01/31/2020	CPM	\$6.50	86,023.00	\$559.15
Group / Placement Sylvania						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/01/2020 - 01/25/2020	CPM	\$6.50	720,461.00	\$4,683.00
		01/26/2020 - 01/31/2020	CPM	\$6.50	154,427.95	\$1,003.78
Group / Placement Technet Prospecting						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/01/2020 - 01/25/2020	CPM	\$6.50	2,529,615.00	\$16,442.50
		01/26/2020 - 01/31/2020	CPM	\$6.50	607,108.00	\$3,946.20
Group / Placement Technet Remarketing						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/01/2020 - 01/25/2020	CPM	\$6.50	1,084,121.00	\$7,046.79
		01/26/2020 - 01/31/2020	CPM	\$6.50	260,189.00	\$1,691.23
Group / Placement Trico						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/01/2020 - 01/25/2020	CPM	\$6.50	1,624,370.00	\$10,558.41
		01/26/2020 - 01/31/2020	CPM	\$6.50	427,846.25	\$2,781.00
Group / Placement Trico Weather Trigger						
Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		01/01/2020 - 01/25/2020	CPM	\$6.50	696,158.00	\$4,525.03
		01/26/2020 - 01/31/2020	CPM	\$6.50	183,362.68	\$1,191.86
Total:					41,252,444.30	\$268,140.91

Authorization

Authorized 360i LLC Representative	Client Representative
System Approved By: <u> Brandon Walker </u>	Print Name: _____ Signature: _____
Date: <u> 01/23/2020 </u>	Date: _____

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.