



The Trade Desk, Inc.  
42 N Chestnut St  
Ventura, CA 93001

# INVOICE

Invoice Date : 11/30/2021  
Invoice Number : 100242419  
Customer ID : 3114  
Due Date : 01/14/2022  
Term : D 30, Late 45  
Term Description : Payment discount applies to following month's platform share  
Comments :

Bill-to Site Number: 5870

BILL **Hoffman York**  
TO: 200 N. Water St.  
Milwaukee, WI 53202

Ship-to Site Number: 5870

SOLD **Hoffman York**  
TO: 200 N. Water St.  
Milwaukee, WI 53202  
VAT ID/Tax ID :

DIGITAL ADVERTISING TRANSACTION DETAILS					
Month of Service: November 2021					
ADVERTISER	CAMPAIGN	IO#	IMPRESSIONS	CHARGE DESCRIPTION	AMOUNT
Destination Kohler	KHOS-21 DK Remarketing		375760	Media Cost	\$935.20
Destination Kohler	KHOS-21 DK Remarketing		0	Data Cost	\$251.93
Destination Kohler	KHOS-21 DK Remarketing		0	Feature Cost	\$15.22
Destination Kohler	KHOS-21 DK Remarketing		0	TTD Fee	\$246.26
Destination Kohler	KHOS-21 DK Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$17.25
Destination Kohler	KHOS-21 DK Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$33.29
Destination Kohler	KHOS-21 Golf Remarketing		211942	Media Cost	\$407.05
Destination Kohler	KHOS-21 Golf Remarketing		0	Data Cost	\$134.04
Destination Kohler	KHOS-21 Golf Remarketing		0	Feature Cost	\$7.27
Destination Kohler	KHOS-21 Golf Remarketing		0	TTD Fee	\$112.32
Destination Kohler	KHOS-21 Golf Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$7.87
Destination Kohler	KHOS-21 Golf Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$15.18
Destination Kohler	KHOS-21 KORC Remarketing		244226	Media Cost	\$822.55
Destination Kohler	KHOS-21 KORC Remarketing		0	Data Cost	\$197.09
Destination Kohler	KHOS-21 KORC Remarketing		0	Feature Cost	\$11.23
Destination Kohler	KHOS-21 KORC Remarketing		0	TTD Fee	\$211.14
Destination Kohler	KHOS-21 KORC Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$14.79
Destination Kohler	KHOS-21 KORC Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$28.54
Destination Kohler	KHOS-21 KWS Kohler Remarketing		132395	Media Cost	\$358.24
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	Data Cost	\$95.05
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	Feature Cost	\$5.10
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	TTD Fee	\$93.89
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$6.57
Destination Kohler	KHOS-21 KWS Kohler Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$12.69
Destination Kohler	KHOS-21 KWS LP Remarketing		85636	Media Cost	\$288.00
Destination Kohler	KHOS-21 KWS LP Remarketing		0	Data Cost	\$65.57
Destination Kohler	KHOS-21 KWS LP Remarketing		0	Feature Cost	\$3.83
Destination Kohler	KHOS-21 KWS LP Remarketing		0	TTD Fee	\$73.20
Destination Kohler	KHOS-21 KWS LP Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$5.13
Destination Kohler	KHOS-21 KWS LP Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$9.89
Destination Kohler	KHOS-21 LK Remarketing		154452	Media Cost	\$429.78
Destination Kohler	KHOS-21 LK Remarketing		0	Data Cost	\$116.09
Destination Kohler	KHOS-21 LK Remarketing		0	Feature Cost	\$7.33
Destination Kohler	KHOS-21 LK Remarketing		0	TTD Fee	\$113.31

Destination Kohler	KHOS-21 LK Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$7.93
Destination Kohler	KHOS-21 LK Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$15.32
Kohler Power Group	KPOW-21 Media Residential CTV/Video		2130624	Media Cost	\$53,321.26
Kohler Power Group	KPOW-21 Media Residential CTV/Video		0	Data Cost	\$7,052.25
Kohler Power Group	KPOW-21 Media Residential CTV/Video		0	Feature Cost	\$1,167.32
Kohler Power Group	KPOW-21 Media Residential CTV/Video		0	TTD Fee	\$12,604.75
Kohler Power Group	KPOW-21 Media Residential CTV/Video		0	TTD Platform Fee - Tier Volume Discount	-\$882.69
Kohler Power Group	KPOW-21 Media Residential CTV/Video		0	TTD Platform Fee - Early Payment Discount	-\$1,703.79
Montana Tourism	FY22 Winter - Audience Targeting Display		997591	Media Cost	\$2,325.50
Montana Tourism	FY22 Winter - Audience Targeting Display		0	Data Cost	\$1,245.46
Montana Tourism	FY22 Winter - Audience Targeting Display		0	Feature Cost	\$87.19
Montana Tourism	FY22 Winter - Audience Targeting Display		0	TTD Fee	\$749.26
Montana Tourism	FY22 Winter - Audience Targeting Display		0	TTD Platform Fee - Tier Volume Discount	-\$52.47
Montana Tourism	FY22 Winter - Audience Targeting Display		0	TTD Platform Fee - Early Payment Discount	-\$101.28
Montana Tourism	FY22 Winter - Audio		30484	Media Cost	\$344.19
Montana Tourism	FY22 Winter - Audio		0	Data Cost	\$73.07
Montana Tourism	FY22 Winter - Audio		0	Feature Cost	\$8.84
Montana Tourism	FY22 Winter - Audio		0	TTD Fee	\$87.27
Montana Tourism	FY22 Winter - Audio		0	TTD Platform Fee - Tier Volume Discount	-\$6.11
Montana Tourism	FY22 Winter - Audio		0	TTD Platform Fee - Early Payment Discount	-\$11.80
Montana Tourism	FY22 Winter - CTV		1109653	Media Cost	\$32,370.01
Montana Tourism	FY22 Winter - CTV		0	Data Cost	\$3,256.76
Montana Tourism	FY22 Winter - CTV		0	Feature Cost	\$490.65
Montana Tourism	FY22 Winter - CTV		0	TTD Fee	\$7,397.54
Montana Tourism	FY22 Winter - CTV		0	TTD Platform Fee - Tier Volume Discount	-\$518.04
Montana Tourism	FY22 Winter - CTV		0	TTD Platform Fee - Early Payment Discount	-\$999.93
Montana Tourism	FY22 Winter - Niche Audience Native Display		1472126	Media Cost	\$3,792.89
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	Data Cost	\$1,722.19
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	Feature Cost	\$141.42
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	TTD Fee	\$1,158.56
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	TTD Platform Fee - Tier Volume Discount	-\$81.13
Montana Tourism	FY22 Winter - Niche Audience Native Display		0	TTD Platform Fee - Early Payment Discount	-\$156.60
Montana Tourism	FY22 Winter - Retargeting Display		298134	Media Cost	\$947.06
Montana Tourism	FY22 Winter - Retargeting Display		0	Data Cost	\$278.59
Montana Tourism	FY22 Winter - Retargeting Display		0	Feature Cost	\$10.58
Montana Tourism	FY22 Winter - Retargeting Display		0	TTD Fee	\$253.20
Montana Tourism	FY22 Winter - Retargeting Display		0	TTD Platform Fee - Tier Volume Discount	-\$17.73
Montana Tourism	FY22 Winter - Retargeting Display		0	TTD Platform Fee - Early Payment Discount	-\$34.23
Montana Tourism	FY22 Winter - Retargeting Native Display		109813	Media Cost	\$379.64
Montana Tourism	FY22 Winter - Retargeting Native Display		0	Data Cost	\$105.02
Montana Tourism	FY22 Winter - Retargeting Native Display		0	Feature Cost	\$10.34
Montana Tourism	FY22 Winter - Retargeting Native Display		0	TTD Fee	\$101.39
Montana Tourism	FY22 Winter - Retargeting Native Display		0	TTD Platform Fee - Tier Volume Discount	-\$7.10

Montana Tourism	FY22 Winter - Retargeting Native Display		0	TTD Platform Fee - Early Payment Discount	-\$13.70
Montana Tourism	FY22 Winter - Retargeting Native Video		183938	Media Cost	\$1,160.96
Montana Tourism	FY22 Winter - Retargeting Native Video		0	Data Cost	\$197.24
Montana Tourism	FY22 Winter - Retargeting Native Video		0	Feature Cost	\$83.95
Montana Tourism	FY22 Winter - Retargeting Native Video		0	TTD Fee	\$295.38
Montana Tourism	FY22 Winter - Retargeting Native Video		0	TTD Platform Fee - Tier Volume Discount	-\$20.68
Montana Tourism	FY22 Winter - Retargeting Native Video		0	TTD Platform Fee - Early Payment Discount	-\$39.93
Outer Banks Visitors Bureau	OBVB - FY21-22 - Native Article Remarketing		302423	Media Cost	\$955.95
Outer Banks Visitors Bureau	OBVB - FY21-22 - Native Article Remarketing		0	Data Cost	\$343.26
Outer Banks Visitors Bureau	OBVB - FY21-22 - Native Article Remarketing		0	Feature Cost	\$28.76
Outer Banks Visitors Bureau	OBVB - FY21-22 - Native Article Remarketing		0	TTD Fee	\$271.99
Outer Banks Visitors Bureau	OBVB - FY21-22 - Native Article Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$19.05
Outer Banks Visitors Bureau	OBVB - FY21-22 - Native Article Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$36.77
Wisconsin Economic Development Corp (WEDC)	FY22 WEDC Marketplace Wisconsin		139119	Media Cost	\$1,053.14
Wisconsin Economic Development Corp (WEDC)	FY22 WEDC Marketplace Wisconsin		0	Data Cost	\$520.46
Wisconsin Economic Development Corp (WEDC)	FY22 WEDC Marketplace Wisconsin		0	Feature Cost	\$44.36
Wisconsin Economic Development Corp (WEDC)	FY22 WEDC Marketplace Wisconsin		0	TTD Fee	\$331.39
Wisconsin Economic Development Corp (WEDC)	FY22 WEDC Marketplace Wisconsin		0	TTD Platform Fee - Tier Volume Discount	-\$23.21
Wisconsin Economic Development Corp (WEDC)	FY22 WEDC Marketplace Wisconsin		0	TTD Platform Fee - Early Payment Discount	-\$44.79
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		133141	Media Cost	\$417.52
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	Data Cost	\$348.14
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	Feature Cost	\$22.83
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	TTD Fee	\$161.50
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	TTD Platform Fee - Tier Volume Discount	-\$11.31
Wisconsin School of Business	WSB-FY22 Executive MBA Audience Targeting		0	TTD Platform Fee - Early Payment Discount	-\$21.83
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		222413	Media Cost	\$545.67
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	Data Cost	\$332.64
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	Feature Cost	\$62.43
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	TTD Fee	\$192.68
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	TTD Platform Fee - Tier Volume Discount	-\$13.49
Wisconsin School of Business	WSB-FY22 Professional MBA Audience Targeting		0	TTD Platform Fee - Early Payment Discount	-\$26.04
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		27914	Media Cost	\$146.01
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	Data Cost	\$22.70
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	Feature Cost	\$2.48
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	TTD Fee	\$35.06
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	TTD Platform Fee - Tier Volume Discount	-\$2.46
Wisconsin School of Business	WSB-FY22 Professional MBA Retargeting		0	TTD Platform Fee - Early Payment Discount	-\$4.74

Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		582996	Media Cost	\$1,926.75
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	Data Cost	\$446.78
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	Feature Cost	\$26.06
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	TTD Fee	\$491.48
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	TTD Platform Fee - Tier Volume Discount	-\$34.42
Yamaha Marine	YMOB - 2021 - Outboards - Remarketing		0	TTD Platform Fee - Early Payment Discount	-\$66.43
				<b>SUBTOTAL</b>	<b>\$141,824.26</b>
				<b>TOTAL</b>	<b>\$141,824.26</b>
				<b>INVOICE CURRENCY</b>	<b>USD</b>

**Checks should be mailed to Lockbox:**

THE TRADE DESK, INC  
PO Box 894903  
Los Angeles, CA 90189-4903

**Invoice Questions:** [billing@thetradedesk.com](mailto:billing@thetradedesk.com)

**Remittance Questions:** [ar@thetradedesk.com](mailto:ar@thetradedesk.com)

**Overnight Lockbox Address:**

First Data/Remitco  
The Trade Desk, INC. Lockbox #4903  
2525 Corporate Place, Suite 250  
Monterey Park, CA 91754

**Wires/ACH Payments Should Be Sent To:**

For Credit To:	THE TRADE DESK INC
Bank Name:	Citibank, N.A.
ABA or Routing #:	322271724
Account #: (USD Wires)	206516023
Account #: (Non-USD Wires)	31019046

**International Wires Should Be Sent To:**

Swift Code:	CITIUS33
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**For invoices in Non-USD currencies, please note the following code in the reference field of your wire: "CBGCON"**