

5858 Horton Street  
Suite 300  
Emeryville, CA 94608

Invoice	079424
Date	02/29/2020
Page	1



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 FEBRUARY 2020  
IO Name: 002\_Raymour&Flanigan\_2020\_Display  
IO#: PO052313  
Client Name: Raymour & Flanigan  
Billing Period: 02/01/2020 - 02/28/2020

Insertion order #		Customer ID	Salesperson ID	Payment Terms	
		360-RAY	MCCONNAUGHEYJOC	NET 45	
Contracted Impressions ('000s)	Impressions Delivered ('000s)	Description		CPM	Amount
6,345,236	6,345,235	Multiple Units.CY20_RF_Exponential_PUR_CON_CSD_PRO_BTA_CPM_All Core_AERO Behavioral Interest Modelin		\$5.36	\$34,000.00

Please Remit Payment To:

**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**

<b>Total</b>	<b>\$34,000.00</b>
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*Samantha Palm* 3/23/20  
*Amy Fraser* 3/23/20

Customer Copy



Vendor: Exponential Interactive, Inc.  
 Client: Raymour & Flanigan  
 Date: 03/06/2020  
 Campaign: 002 ~ Raymour&Flanigan\_2020\_Display  
 IO Number: PO052313

Media Insertion Order

**360i LLC:**

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

**Bill To:**

Company:	360i LLC	Address1:	32 Avenue of the Americas
Billing Name:	Accounts Payable	Address2:	6th Floor
Email:	360i-accounts payable-nyc@360i.com	City:	New York
		State/Country:	NY

Billing Instructions: PO052313 must be included on Invoice to 360i LLC

**Vendor:**

Company:	Exponential Interactive, Inc.	Address1:	P.O Box 39000dept. 33785
Contact Name:		Address2:	
Phone#:		City:	San Francisco
Fax#:		State/Country:	CA
Email:		Zip Code:	94139

**Contracted Inventory:**

**Group / Placement CY20\_RF\_Exponential\_PUR\_CON\_CSD\_PRO\_BTA\_CPM\_All Core\_AERO Behavioral Interest Modeling PKG**

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		12/28/2019 - 01/31/2020	CPM	\$6.00	6,633,333.00	\$39,800.00
		02/01/2020 - 02/28/2020	CPM	\$6.00	5,666,667.00	\$34,000.00
		02/29/2020 - 03/27/2020	CPM	\$6.00	5,370,833.00	\$32,225.00
		03/28/2020 - 05/01/2020	CPM	\$6.00	7,020,833.00	\$42,125.00
		05/02/2020 - 05/29/2020	CPM	\$6.00	5,893,833.33	\$35,363.00
		05/30/2020 - 06/26/2020	CPM	\$6.00	5,329,166.67	\$31,975.00

**Group / Placement CY20\_RF\_Exponential\_PUR\_CON\_CSD\_PRO\_LAL\_AV\_Lookalike\_AERO Behavioral Interest Modeling Added Value PKG**

Dimension	Position	Run Dates	Rate Type	Rate	Units	Net Cost
		02/29/2020 - 03/27/2020	CPM	\$0.00	400,000.00	\$0.00

<b>Total:</b>	<b>36,314,666.00</b>	<b>\$215,488.00</b>
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### Authorization

**Authorized 360i LLC Representative**

**Client Representative**

System

Approved By:

**Samantha Palm**

*Samantha Palm*  
3/10/20

Print Name:

Signature:

**Dilip**

**DaSilva**

Digitally signed by  
Dilip DaSilva  
Date: 2020.03.07  
00:25:41 +05'30'

Date:

**03/05/2020**

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 &gt;90% "Authentic Rate" as defined by 3rd party verification partner, DoubleVerify to be in-geography, brand-safe, and qualified human traffic.
  - a) For any impressions determined by third party to not meet &gt;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 ad serving 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.

### 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.