



Invoice

Invoice number: 4058307163

Google LLC

1600 Amphitheatre Pkwy

Mountain View, CA 94043

United States

Federal Tax ID: 77-0493581

Bill to

Account Payable

Hoffman-York, Inc.

200 North Water Street

Milwaukee, WI 53202

United States

Details

Invoice number4058307163

Invoice dateJan 31, 2022

Payment termsNet 45

Billing ID1135-3408-3490

Google Ads

Total amount due in USD

\$68,007.59

Due Mar 17, 2022

Summary for Jan 1, 2022 - Jan 31, 2022

Pay in USD:

Subtotal in USD

\$68,007.59

Tax (0%)

\$0.00

Total amount due in USD

\$68,007.59

Remittance instructions:

To ensure we correctly match your payment, always reference invoice numbers when making your payment. If paying for multiple invoices, send an email to collections@google.com with your company name and total payment amount in the subject line and list the invoice numbers & respective amounts in the email. Please send your payments only to the bank account listed below on this official Google invoice.

To pay by wire transfer, send to:

Account holder name: Google LLC

Bank: Wells Fargo

SWIFT BIC: WFBUS6S

ABA #: 121000248

Account #: 4121100648

Bank branch address:

Wells Fargo Bank, N.A.

420 Montgomery St

San Francisco, CA 94104

USA

To pay by check, mail to:

Google LLC

Dept. 33654

P.O. Box 39000

San Francisco, CA 94139

United States

Summary of costs by account budget

Jan 1, 2022 - Jan 31, 2022

Account ID	Account	Account budget	Purchase order	Amount(\$)
612-799-5473	Wisconsin School of Business	Hoffman-York, Inc. - Sep 16, 2021		21,760.26
738-326-9387	Wisconsin School of Business MBA Programs	Hoffman-York, Inc. - Sep 17, 2021		46,247.33
Total in USD				\$68,007.59

Account: Wisconsin School of Business

Account ID: 612-799-5473

Account budget: Hoffman-York, Inc. - Sep 16, 2021

Jan 1, 2022 - Jan 31, 2022

Description	Quantity	Units	Amount(\$)
fy22allschoolreputation-hs_preroll_youtube_awareness_vcomplete	840078	Impressions	7,213.91
allschoolreputation-branded_sem_google_conversion_conv_peers-prospective	1906	Clicks	4,374.58
fy22allschoolreputation-18-34_preroll_youtube_awareness_vcomplete	419773	Impressions	3,608.10
fy22allschoolreputation-18-44_preroll_youtube_awareness_vcomplete	426097	Impressions	3,604.34
allschoolreputation-nonbranded_sem_google_conversion_conv_peers-prospective	1195	Clicks	2,959.33

Subtotal in USD \$21,760.26

Tax (0%) \$0.00

WSB-1041
FY22 WSB Media All School Reputation_SEM
\$7,333.91

Total in USD **\$21,760.26**

WSB-1047
FY22 WSB Media All School Reputation Expanded Plan_YouTube
\$14,426.35

Account: Wisconsin School of Business MBA Programs

Account ID: 738-326-9387

Account budget: Hoffman-York, Inc. - Sep 17, 2021

Jan 1, 2022 - Jan 31, 2022

Description	Quantity	Units	Amount(\$)
centralforallms_sem_google_conversion_conv_centralforallms	1313	Clicks	8,473.80
fulltimemba_sem_google_conversion_conv_fulltimemba	807	Clicks	7,996.95
msbusinessanalytics_sem_google_conversion_conv_msbusinessanalytics	1124	Clicks	7,947.65
ftmbamarketing_sem_google_conversion_conv_ftmbamarketing	469	Clicks	5,502.37
ftmbatspm_sem_google_conversion_conv_ftmbatspm	267	Clicks	3,985.46
professionalmba_sem_google_conversion_conv_professional	267	Clicks	3,419.88
mssupplychain_sem_google_conversion_conv_mssupplychain	371	Clicks	3,382.61
executivemba_sem_google_conversion_conv_executive	182	Clicks	2,684.39
ftmbasupplychain_sem_google_conversion_conv_ftmbasupplychain	68	Clicks	1,117.79
msrealestate_sem_google_conversion_conv_msrealestate	54	Clicks	762.61
ftmbarmi_sem_google_conversion_conv_ftmbarmi	109	Clicks	537.88
ftmbarealestate_sem_google_conversion_conv_ftmbarealestate	123	Clicks	435.94

Subtotal in USD \$46,247.33

Tax (0%) \$0.00

Total in USD \$46,247.33
WSB-1045
FY22 WSB Media MS Real Estate_SEM
\$762.61
FY22 WSB Media MS Supply Chain_SEM
\$3,382.61
FY22 WSB Media MS Business Analytics_SEM
\$7,947.65
FY22 WSB Media FTMBA Supply Chain_SEM
\$1,117.79
FY22 WSB Media FTMBA Real Estate_SEM
\$435.94
FY22 WSB Media FTMBA Risk Management and Insurance_SEM
\$537.88
FY22 WSB Media FTMBA Marketing_SEM
\$5,502.37
FY22 WSB Media FTMBA TS&PM_SEM
\$3,985.46
WSB-1039
FY22 WSB Media FTMBA_SEM
\$7,996.95
WSB-1040
FY22 WSB Media Professional MBA_SEM
\$3,419.88
FY22 WSB Media Executive MBA_SEM
\$2,684.39
WSB-1042
FY22 WSB Media Central for all MS_SEM
\$8,473.80