

**EFFECTV POLITICAL RECORD OF REQUEST:
NATIONAL AND LOCAL ISSUE ADS**

- Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet or judicial appointments, etc.)

OR

- Ad relates to state or local issue and does not communicate a political matter of national importance (i.e., does not refer to a federal candidate/election, or any political matter of national importance such as immigration, IRS tax code, federal cabinet or judicial appointments, etc.)

1. Requested by (Agency name, address, phone number & contact):

Agency Name: _____Canal Partners_____

Contact Name: _Chris Brimer_____

Phone Number: _770-427-0735_____

Address: _25 Whitlock P1 SW Suite 200, Marietta, GA 30064_____

2. Paid for by (Advertiser/sponsor name, address, phone number & contact):

Name: ____Veterans Affairs_____

Contact Name: _____

Phone Number: ____800.827.1000_____

Address: ____810 Vermont Ave, WA DC 20571_____

3. Date of request: ____10/12/2020_____

4. Request received by: ____Mary Kelly_____

5. Content of the ad:____VA Benefits_____

6. If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election:_____

7. If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):

Revised 1/8/2020

COM:1066669v2
COM:1154174v1

8. If ad refers to any state or local election or candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election: _____

9. If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise): _____

10. List ALL sponsor's chief executive officers OR members of executive committee OR board of directors: _____ Robert Wilkie _____

11. If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry: YES

12. DMA: _____ Seattle _____, Interconnect (Y or N)

Zones: _____

13. Distribution Platform(s): Linear TV; VOD; Digital/websites/apps

14. Payment Method Cash; Credit Card; Check; Other (if Other is selected describe payment method)

15. Date and nature of any follow-ups: _____

16. Disposition:

Accepted – see attached contract details

Rejected – provide reason: _____

17. Date of ROR completion: 10/16/2020

18. Additional Information:

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