

**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: ___Sadler Strategic Media, Inc.____

Contact Name: _Sheri Sadler___

Phone Number: _818.506.5443_____

Address: _12103 Viewcrest Rd, Studio City, CA 91604_____

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

Name: ___Lyft, Inc. Political_____

Contact Name: _____Jeremy Bird_____

Phone Number: __844.250.2773_____

Address: ___185 Berry Street, Suite 5000 San Francisco, CA 94107_____

3. Date of request: ___8/17/2020_____

4. Request received by: __Mary Kelly_____

5. Content of the ad:___protect independent work_____

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: _____ Jeremy Bird, Logan Green _____

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: _____ 8/18/2020 _____

18. Additional Information:

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