

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

- x 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: ___Media Plus_____

Contact Name: ___MaryAnn Grajek

Phone Number: ___206-204-3104

Address: ___PO BOX 46789, Seattle, WA 98146

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

Name: ___Washington Health Benefit Exchange_____

Contact Name: ___none provided___

Phone Number: ___(855) 923-4633_____

Address: ___810 Jefferson St SE, Olympia, WA 98501_____

3. Date of request: ___10/30/2020_____

4. Request received by: ___Christine Lee_____

5. Content of the ad: ___Obamacare open enrollment_____

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):

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: _____

Revised 1/8/2020

COM:1066669v2
COM:1154174v1

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: ___ Ron Sims, Exchange Board Chair; Diana Avalos Leos, Don Conant, Hiroshi Nakano, Mark Stensager, Melissa Cunningham, Maureen McLaughlin, April Betts Gibson, John Schapman

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): ___x___ Linear TV; _____ VOD; _____
Digital/websites/apps

14. Payment Method ___ Cash; ___x___ 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: ___ 11/2/2020 _____

18. Additional Information:

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