

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <crush@twitter.com> wrote:
Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,
Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:
Lauren/Caitlin – can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

From: Lauren Devoll <ldevoll@twitter.com>
Sent: Tuesday, March 17, 2020 5:57 PM
To: Caitlin Rush <crush@twitter.com>
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CELS/OD) <lttd0@cdc.gov>
Subject: Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.