

Advertiser Name	San Marcos Convention & Visitor Bureau
Agency Name	N/A

Contact Information	Advertiser/Agency	Account Director/Other
Name	Charlotte Wattigny	Connie Blair
Title	Innovation Manager	Account Director
Address	617 IH 35 N., San Marcos, 78666	25132 Oakhurst Dr, Ste 201, Spring TX 77386
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Agency/Client Billing Information	
Agency Name	N/A
Address	N/A
Phone	N/A
Email	N/A

Campaign Details	
Client/Advertiser	San Marcos Convention & Visitor Bureau
Campaign Name	San Marcos_Leisure_2023-2024
Campaign Duration (start/end date)	Please see media plan on page 2.
Creative Requirements	Specs and deadline document to be provided
Budget/Currency	\$140,000.00
Billing	Each flight to be billed at the beginning of the month prior to the scheduled run, per estimated media plan start dates (page 2). Net 30.

Campaign Goals and Objectives	
Campaign Objective	San Marcos_Leisure_2023-2024: Awareness, Reach, Site Traffic, Influence Visits to San Marcos
Measurable KPIs	CTR, CVR, TOS
Retargeting	Yes
<i>If yes, what is the frequency cap</i>	4
Geographic Targeting	San Marcos_Leisure_2023-2024: Primary: Texas with a focus on Dallas/Fort Worth, Corpus Christi, Houston, Lubbock, & Beaumont Secondary: Louisiana & Oklahoma Exclude: 75-mile radius around San Marcos
Target Audience/ Demographics and Consumer Interest Profiles	M/F Ages 25+ with HHI of \$45k+, Weekend Travelers, Leisure Travelers, Family Travelers, Outdoor Enthusiasts, Birders, Art & Culture Lovers, Nightlife Enthusiasts, Craft Beer Enthusiasts, additional attributes as associated with specific creative
GTM/Tracking Requirements	AJR has GTM & Social access

Start Date	End Date	Flight Notes	Channel	Estimated Impressions/Clicks	Budget
			Social	CPC	
11/1/2023	12/15/2023	Display or Video		1,750 Clicks	3,500
3/1/2024	4/15/2024	Display or Video		1,750 Clicks	3,500
5/15/2024	6/30/2024	Display or Video		1,750 Clicks	3,500
8/15/2024	9/30/2024	Display or Video		1,750 Clicks	3,500
			Kargo Video	CPV	
5/1/2024	7/31/2024	Video		882,351 Impressions	18,000
			Display	CTR	
10/1/2023	11/15/2023	Display		714,285 Impressions	5,000
			CTV + Video	CPV	
10/1/2023	11/15/2022	Video		238,095 Impressions	5,000
3/1/2024	4/15/2024	Video		238,095 Impressions	5,000
			Native	TOS	
8/15/2024	9/30/2024	Native Display		571,428 Impressions	6,000
			Kargo Animated Display	CTR	
10/1/2023	12/13/2023	Animated Display		1,636,364 Impressions	18,000
3/1/2024	5/31/2024	Animated Display		1,636,364 Impressions	18,000
			Audio	CPV	
10/1/2023	11/15/2023	Audio		277,777 Impressions	5,000
3/15/2024	4/30/2024	Audio		277,777 Impressions	5,000
7/15/2024	9/30/2024	Audio		277,777 Impressions	5,000
			Adara + Booking Report	CTR	
3/1/2024	5/31/2024	Display		1,875,000 Impressions	18,000
6/1/2024	8/30/2024	Display		1,875,000 Impressions	18,000
4 x Social Media Creative	Provided by AJR Images Provided by Client	Added Value 1,000		Added Value	0
1 x Native Creative	Provided by AJR, Image Provided by Client	Added Value 1,000		Added Value	0
Interactive Dashboard				Added Value	0
					140,000

Additional Campaign Information

Any delay in approvals or providing of creative may delay the launch of the flight times. Once the campaign launches, we will This I.O. is herby agreed to by the Advertiser.

Signature indicates Advertiser has read and understands the parameters outlined in this document in its entirety.

	Advertiser/Agency	Account Director/Other
Signature	X _____	X <u>Connie Blair</u>
Name		Connie Blair
Title		Account Director
Date		