

## INSERTION ORDER: Please fax back to 818.575.4880

Conserts CVB         Suite 20       Westake Village, CA 91362       Created Date       8/12/2019       8/12/2019         Prepared By       Howard Teijen       Email       Netder States       Second Conserts Cons								
Suite 250 Westiake Village, CA 91362 US       Created Date       8/12/2019         Prepared By       Howard Tieljen       Howard Tieljen         Email       htieljen@conversantmedia.com       Seconversion         Contact and Address Information       Contact Name       Charlotte Wattigny         Bill To Name       San Marcos Convention and Visitors Bureau       Contact Name       Charlotte Wattigny         Bill To       617 JH 35 North       Phone       (512) 393-5932         San Marcos, TX 75666       Email       owattigny@sanmarcostx.gov         United States       Email       owattigny@sanmarcostx.gov         Payment Instructions       Please make checks payable to: Conversant LLC, P.O. Box 9725 Los Angeles, CA 90084-9725         Please reference IO number with your payment       Please reference IO number with your payment         Campaign Information       San Marcos Convention and Visitors Bureau       Flight Start       11/1/2019         IO Number       Sa306 - 80585       Flight End       10/31/2020         Special Instructions       Poposal may be soled to meet the budget allocation. Campaign will be optimized based on performance and inventory. Bilt frage their party may cancel within 48 hours of written confirmation. Either party may cancel within 48 hours of written confirmation. Either party may cancel within 48 hours of written confirmation.         Special Instructions       * NEI Measur	Conversant Inform	mation						
Enail       htteljen@conversantmedia.com         Contact and Address       Information         Bill To Name       San Marcos Convention and Visitors Bureau       Contact Name       Charlotte Wattigny         Bill To       San Marcos Convention and Visitors Bureau       Contact Name       Charlotte Wattigny         Bill To       San Marcos Convention and Visitors Bureau       Phone       (512) 393-5932         Email       cwattigny@sanmarcostx.gov         Payment Instructions       Email       cwattigny@sanmarcostx.gov         Payment Terms       Please reference IO number with your payment       For any Payment         Campaign Information       Advertiser       USD 150,000.000         Advertiser       San Marcos Convention and Visitors Bureau       Flight Start       11/1/2019         O Number       63306 - 80585       Flight End       10/31/2020         Special Instructions       Proposal may be scaled to meet the budget allocation.       Campaign will be optimized based on performance and inventory.         Budgets may be scaled to meet the budget allocation.       Campaign will be optimized based on performance and pacing goals.       Flight dates may be changed with mail confirmation from client.         Eight adtes may be changed with mail confirmation from client.       Either party may cancel within 48 hours of written confirmation.         Special Instruction	Company Address	Suite 250 Westlake Village, CA 91362						
Contact and Address Information         Bill To Name       San Marcos Convention and Visitors Bureau       Contact Name       Charlotte Wattigny         Bill To       617 IH 35 North       Phone       (512) 393-5932         San Marcos, TX 78666       Email       owattigny@sanmarcostx.gov         Payment Instructions         Payment Date       Net 30 days         Payment Terms       Please make checks payable to: Conversant LLC, P.O. Box 9725 Los Angeles, CA 90084-9725         Please reference IO number with your payment       Please reference IO number with your payment         Campaign Information         Agency Name       None       Total Cost       USD 150,000.000         Advertiser       San Marcos Convention and Visitors Bureau       Flight Start       11/1/2019         IO Number       63306 - 80585       Flight Hend       10/31/2020         Special Instructions       Proposal may be scaled to meet the budget allocation.       Campaign will be optimized based on performance and inventory.         Budgets may be shifted among line items to facilitate performance and pacing goals.       Flight Heat may cancel within 48 hours of written confirmation         Special Instructions         NEI Measurement Torrism Region(s) cannot be altered once the campaign is live.         *light date maye be shifted among line	Prepared By	Howard Tietjen						
Bill To Name San Marcos Convention and Visitors Bureau Contact Name Charlotte Wattigny Bill To 617 H 35 North 9000 (512) 393-5932 San Marcos, TX 78666 Email covattigny@sanmarcostx.gov Payment Instructions Payment Date Net 30 days Payment Terms Please make checks payable to: Conversant LLC, P.O. Box 9725 Los Angeles, CA 90084-9725 Please reference IO number with your payment Campaign Information Agency Name None Total Cost USD 150,000.000 Adventiser San Marcos Convention and Visitors Bureau Filight Start 11/1/2019 IO Number 63306 - 80585 Filight End 10/31/2020 Special Instructions Special Instructions Proposal may be scaled to meet the budget allocation. Campaign will be optimized based on performance and inventory. Budgets may be schled among line items to facilitate performance and pacing goals. Filight dates may be schled among line items to facilitate performance and pacing goals. Filight dates may be changed with email confirmation from client. Ether party may cancel within 48 hours of written confirmation. Special Instructions * NEI Measurement Terms: Travel * NEI Measurement Tourism Region(s) cannot be altered once the campaign is live. * If Geo-Targeting needs to be changed for any reason once campaign goes live, Conversant will need to review and confirm changes can be applied. * NEI Measurement Tourism Region(s) cannot be altered once the campaign goes live, Conversant will need to review and confirm changes can be applied. * NEI Report will include 3 month visitation window starting from end of campaign. * Report deliverable timing details will be communicated by your Conversant Account Team once media is live. * Report deliverable timing details will be communicated by your Conversant Account Team once media is live.	Email	htietjen@conversantmedia.com						
Bill To       617 Hi 3S North       Phone       (512) 333-5932         San Marcos, TX 78666       Email       cwattigny@sammarcostx.gov         Payment Instructions         Payment Date       Net 30 days         Payment Terms       Please make checks payable to: Conversant LLC, P.O. Box 9725 Los Angeles, CA 90084-9725 Please reference IO number with your payment         Campaign Information         Agency Name       None       Total Cost       USD 150,000.000         Advertiser         San Marcos Convention and Visitors Bureau       Flight Start       11/1/2019         IO Number       63306 - 80585       Flight End       10/31/2020         Special Instructions         Special Instructions         Special Instructions         Special Instructions         Special Instructions         NEI Measurement Terms:         Travel         * NEI Measurement Terms:         Travel         * NEI Measurement Tourism Region(s) cannot be altered once the campaign is live.         * NEI Measurement Tourism Region(s) cannot be altered once anging ose live, Conversant will need to review and confirm changes can be applied. <td col<="" td=""><td>Contact and Add</td><td>ress Information</td><td></td><td></td><td></td><td></td><td></td></td>	<td>Contact and Add</td> <td>ress Information</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Contact and Add	ress Information					
San Marcos, TX 78666 United States       Email       cwattigny@sanmarcostx.gov         Payment Instructions       Payment Date       Net 30 days         Payment Terms       Please make checks payable to: Conversant LLC, P.O. Box 9725 Los Angeles, CA 90084-9725 Please reference IO number with your payment       Son Marcos, TX 78666         Campaign Information	Bill To Name	San Marcos Convention and Visito	ors Bureau	Contact Name	Charlotte Wattigny			
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Placements Rate Quantity Lotal	Campaign Placement Details							
Details Date Type	Placements				Rate	Quantity	Total Price	
					ype		USD	



## INSERTION ORDER: Please fax back to 818.575.4880

Cross Devise Banner Ads	Standard Ad Sizes	11/1/2019	12/31/2019	СРМ	USD 5.500	5,454,545	30,000.000
Personalized Video	Standard Ad Sizes	11/1/2019	12/31/2019	СРМ	USD 20.000	1,000,000	USD 20,000.000
Cross Devise Banner Ads	Standard Ad Sizes	3/1/2020	4/30/2020	СРМ	USD 5.500	5,454,545	USD 30,000.000
Personalized Video	Standard Ad Sizes	3/1/2020	4/30/2020	СРМ	USD 20.000	1,000,000	USD 20,000.000
Cross Devise Banner Ads	Standard Ad Sizes	6/1/2020	7/31/2020	СРМ	USD 5.500	5,454,545	USD 30,000.000
Personalized Video	Standard Ad Sizes	6/1/2020	7/31/2020	СРМ	USD 20.000	1,000,000	USD 20,000.000
Campaign Esstentials Reports	Standard Ad Sizes	11/1/2019	7/31/2020	Flat	USD 0.000	1	USD 0.000
NEI Report	Standard Ad Sizes	11/1/2019	10/31/2020	Flat	USD 0.000	1	USD 0.000

## Totals Total Units 19,363,637 Total Price USD 150,000.000

## Terms and Conditions Legal An authorized representative is required to sign and return this Insertion Order. Once executed, this document is a final and binding contract. This Insertion Order is governed by the Conversant LLC Service Order located at <a href="http://conversantmedia.com/legal/media-service-order">http://conversantmedia.com/legal/media-service-order</a> which is incorporated herein by this reference. Successful insertion of this order is subject to Conversant LLC acceptance and ongoing network capacity limitations.

Signatures		
CLIENT:	CONVERSANT:	
Signature	Signature	
Date	Date	
Print Name, Client	Print Name	
Title, Client	Title	