



INSERTION ORDER: Please fax back to 818.575.4880

#### Conversant Information

Company Address	30699 Russell Ranch Road Suite 250 Westlake Village, CA 91362 US	Opportunity Name	San Marcos TX CVB
		Created Date	8/12/2019
Prepared By	Howard Tietjen		
Email	htietjen@conversantmedia.com		

#### Contact and Address Information

Bill To Name	San Marcos Convention and Visitors Bureau	Contact Name	Charlotte Wattigny
Bill To	617 IH 35 North San Marcos, TX 78666 United States	Phone	(512) 393-5932
		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

#### 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 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 dates may be changed with email confirmation from client.  
Either 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 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.

#### Campaign Placement Details

Placements	Creative Format Details	Flight Start Date	Flight End Date	Rate Type	Rate	Quantity	Total Price
							USD



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Cross Devise Banner Ads	Standard Ad Sizes	11/1/2019	12/31/2019	CPM	USD 5.500	5,454,545	30,000.000
Personalized Video	Standard Ad Sizes	11/1/2019	12/31/2019	CPM	USD 20.000	1,000,000	USD 20,000.000
Cross Devise Banner Ads	Standard Ad Sizes	3/1/2020	4/30/2020	CPM	USD 5.500	5,454,545	USD 30,000.000
Personalized Video	Standard Ad Sizes	3/1/2020	4/30/2020	CPM	USD 20.000	1,000,000	USD 20,000.000
Cross Devise Banner Ads	Standard Ad Sizes	6/1/2020	7/31/2020	CPM	USD 5.500	5,454,545	USD 30,000.000
Personalized Video	Standard Ad Sizes	6/1/2020	7/31/2020	CPM	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 <http://conversantmedia.com/legal/media-service-order> 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:

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name, Client \_\_\_\_\_

Title, Client \_\_\_\_\_

CONVERSANT:

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_