

EXHIBIT B
AUTHORIZATION OF CHANGE IN SERVICE

CONTRACT NUMBER / CONTRACT NAME:	219-402 Digital Advertising Campaign	
CITY REPRESENTATIVE:	Charlotte Wattigny, CVB	
CONTRACTOR:	Conversant, LLC	
CONTRACT EFFECTIVE DATE:	November 1, 2019	
THIS AUTHORIZATION DATE:	November 4, 2019	AUTHORIZATION NO.: 1

DESCRIPTION OF WORK TO BE ADDED TO OR DELETED FROM SCOPE OF SERVICES:

This agreement is hereby renewed for an additional one-year term and to include the added services as follows: CTX – Standard Video \$30,000 and CTX – Standard Display \$20,000.

Due to the reduction in advertisement due to COVID-19, this annual renewal is \$50,000.

Original Contract Amount:	\$150,000	
Previous Increases/Decreases in Contract Amount:	0	
This Increase in Contract Amount:	\$50,000	
Revised Contract Amount:	\$200,000	

CONTRACTOR:

See attached proposal
Signature

Date

Print Full Name / Title (if not in individual capacity)

CITY:

Signature

Date

Bert Lumbreras
Print Name

City Manager
Title

City Department Use Only Below This Line (PM, etc.).

Account Number(s):	Amount	Date
#	\$	
#	\$	
#	\$	



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 CVB Summer-21
		Created Date	9/16/2020
Prepared By	Howard Tietjen		
Phone	5084804054		
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 50,000.000
Advertiser	San Marcos Convention and Visitors Bureau	Flight Start	6/1/2021
IO Number	80343 - 90320	Flight End	7/31/2021

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 Tourism Region(s) cannot be altered once the campaign is live.

Travel * If Geo-Targeting/Feeder Markets need to be changed for any reason once campaign goes live, Conversant will need to review and confirm changes can be applied.
* NEI Report(s) deliverable timing details will be discussed and communicated by your Conversant Account Team.
* NEI Report(s) will include visitation windows/post-back reporting periods.

Campaign Placement Details

Placements	Creative Format Details	Flight Start Date	Flight End Date	Rate Type	Rate	Quantity	Total Price
CTX - Custom Audiences	Standard Video	6/1/2021	7/31/2021	CPM	USD 20.000	1,500,000	USD 30,000.000



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CTX - Custom Audiences	Standard Display	6/1/2021	7/31/2021	CPM	USD 9.000	2,222,222	USD 20,000.000
Campaign Essentials Report	N/A	6/1/2021	7/31/2021	Flat	USD 0.000	1	USD 0.000
NEI Report	N/A	6/1/2021	7/31/2021	Flat	USD 0.000	1	USD 0.000

Totals

Total Units	3,722,224	Total Price	USD 50,000.000
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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.

Further the Parties agree to be bound by the CoSM Standard Terms and Conditions.

Signatures

CLIENT:

Signature

Date

Print Name, Client

Title, Client

CONVERSANT:

Signature

Date

Print Name

Title