|  |  |
| --- | --- |
|  | **Insertion Order** ${orderNumber} |

|  |  |
| --- | --- |
| **Advertiser Name** | ${company\_name} |

|  |  |  |  |
| --- | --- | --- | --- |
| **Advertiser Main Contact** | ${company\_contact} | **Company Main Contact** | ${secco\_contact} |
| **Phone Number** | ${company\_phone} | **Phone Number** | ${secco\_phone} |
| **Fax Number** | ${company\_fax} | **Fax Number** | ${secco\_fax} |
| **E-Mail Address** | ${company\_email} | **E-Mail Address** | ${secco\_email} |
|  |  | **Account Manager** | ${account\_manager} |
| **Advertiser Business Address** | ${company\_address}  ${company\_address2}  ${company\_city}  ${company\_state}  ${company\_country},  ${company\_zip} | **Advertiser Account Payable Address** | ${billing\_contact}  ${billing\_address}  ${billing\_address2}  ${billing\_city},  ${billing\_state},  ${billing\_country}  ${billing\_zip} |

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign Name** | ${campaign\_name} | **SPECIAL Payment Terms:** | ${pymntTer} ${pTerCust} |
| **Cost of Actions**  **(CPC/CPA/CPL/CPM)** | **CPC:** ${cr}${compCpc} **CPA:** ${cr}${compCpa} **CPL:** ${cr}${compCpl}  **CPM:** ${cr}${compCpm} **CPD:** ${cr}${compCpd} **CPI:** ${cr}${compCpi}  **CPS:** ${cr}${compCps} | **Pre-Payment**  **Initial Cap Amount:**  **Cap Type:** | ${prePay}  ${preAmnt}  ${capAmnt}  ${capType} |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Advertising and Marketing Services** | |  |  |  |  | | --- | --- | --- | --- | | ${traffic\_1} | ${traffic\_3} | ${traffic\_5} | ${traffic\_7} | | ${traffic\_2} | ${traffic\_4} | ${traffic\_6} | ${traffic\_8} | | ${traffic\_9} | ${traffic\_10} |  |  |     ${noAdult} ${noIncent} ${noRebrokering} ${noAffiliateNetwork} ${None}  **For Pay Per Call (PPC) Only:**   |  |  |  |  | | --- | --- | --- | --- | | ${tf\_ppc\_1} | ${tf\_ppc\_3} | ${tf\_ppc\_5} | ${tf\_ppc\_7} | | ${tf\_ppc\_2} | ${tf\_ppc\_4} | ${tf\_ppc\_6} | ${tf\_ppc\_8} | | ${tf\_ppc\_long\_1} | | ${tf\_ppc\_long\_3} | | | ${tf\_ppc\_long\_2} | | ${tf\_ppc\_long\_4} | | |

**Mobile Attribute Platform** ${mobAttrPlatform}

|  |
| --- |
| **Notes:** ${ionotes} ${governing} |

This Insertion Order, and any other written agreement of the parties via email correspondence, regarding this I/O and/or any additional Campaign, shall be governed by the then governing Secco Squared Terms and Conditions for Advertising. In the event of a discrepancy and/or inconsistency between the Terms and Conditions and this Insertion Order, the Insertion Order shall prevail re: that specific issue, otherwise the Terms and Conditions shall prevail over any other written or oral understanding between Secco Squared and the Advertiser.

**The undersigned parties through their respective authorized representatives agree that these terms**

**and conditions shall govern the Agreement.**

|  |  |
| --- | --- |
| **SECCO SQUARED, LLC** | **${company\_name}** |
| By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name:  Title:  Date: | By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name:  Title:  Date: |