

## Publisher

Publisher	Collective AMP Network
Phone	646-790-8567
Fax	

## Account Executive

Name	Craig Hickox
Email	chickox@coxreps.com
Phone	323-866-1418

## Campaign Information

Advertiser	Temecula Valley CVB
Campaign Name	Temecula Valley CVB_LA&Orange County_11/27-1/4/14
Campaign IO Number	286955
IO Version Number	1
Account Manager	Holly Rodiger
Account Manager Email	hrodiger@coxds.com
AM Phone	2125882851
AM Fax	
Campaign Manager	Jackie Tse
Campaign Manager Email	jtse@coxds.com
Campaign Goal	CTR >= 0.09 %

## Billing

Bill To	Cox Digital Solutions
Frequency	Monthly (Prorated)
Billing Contact	CDS Billing (Mary Ann Lynch)
Email	SiteInquiries@coxds.com
Phone	212-588-2828
Address	Bill to: Cox Digital Solutions 885 2nd Ave 25th Floor New York, NY 10017

## Temecula Valley CVB\_LA&Orange County\_11/27-1/4/14 : 11/27/2013- 1/4/2014

Placement Name	Proposal Line Item ID	Targeting	Start	End	Units	Type	Rate	Total	Notes
Custom Audience Segment BT/CT_300x250,728x90,160x600(expandable)_11/27-1/4	273148006	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600, 300x250, 728x90	11/27/2013	1/4/2014	583,333	CPM	\$6.00	\$3,500.00	BT/CT: W30+, HHI \$50k+, Shoppers, Travel Enthusiasts, Travel, Shopping  Geotargeted to LA & Orange County
Run of Network_300x250,728x90,160x600(expandable)_11/27-1/4	273148036	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600, 300x250, 728x90	11/27/2013	1/4/2014	500,000	CPM	\$3.00	\$1,500.00	Geotargeted to LA & Orange County
Retargeting_300x250,728x90,160x600(expandable)_11/27-1/4	273148046	Site:http://www.Collective.com Section: ROS Ad Size(s): 160x600, 300x250, 728x90	11/27/2013	1/4/2014	250,000	CPM	\$2.50	\$625.00	Geotargeted to LA & Orange County
Added Value Run of Network_300x250,728x90,160x600(expandable)_11/27-1/4	273148176	Site:http://www.Collective.com	11/27/2013	1/4/2014	26,667	CPM	\$0.01	\$0.27	Geotargeted to LA & Orange County

Placement Name	Proposal Line Item ID	Targeting	Start	End	Units	Type	Rate	Total	Notes
able)_11/27-1/4		Section: ROS Ad Size(s): 160x600, 300x250, 728x90							

Contracts Totals

CPM Revenue	\$5,625.26	eCPM	\$4.14	Impressions	1,360,000
CPC Revenue		eCPC		Clicks	
Flat fee Revenue		Effective Flat fee Rate		Flat fee	
Total Revenue	\$5,625.26				

Signatures

Publisher	Cox Digital Solutions
Print Name	Print Name
Signature	Signature
Date	Date

Terms and Conditions

Ad Placement Terms: This IO is subject to the [IAB Standard Terms and Conditions Version 3.0](#). Publisher must comply with all ad placement specifications and restrictions on the IO. 2. Publisher must deliver impressions as evenly and balanced as possible over the entire flight of the campaign unless otherwise noted or specified on the IO. Billing Terms : 1. Invoices are to be sent to: Mary Ann Lynch, Cox Digital Solutions, 885 2nd Ave. , 25th Floor, New York, NY 10017, and should include the IO number, Advertiser, Brand name, the number of impressions and CPM for the month of service with their net costs associated with the order. 2. Each IO must be on a separate invoice. 3. All invoices must be presented each month on a monthly calendar basis for services provided over the life of the IO, and must clearly show an invoice number, date and the month of service. 4. No invoice will be accepted that is presented before the month of service. 5. Cox Digital Solutions will make payment 60 days from its receipt of invoice. 6. All Impressions to be served to US traffic only, unless otherwise noted above.