



Sutton Yard, 65 Goswell Road
 London EC1V 7EN
 Tel 020 7017 1450
 Fax 020 7017 1451

BANNER ORIGINAL INVOICE

PAGE 1

ORLANDO / ORANGE COUNTY
 CONVENTION & VISITOR
 BUREAU, INC
 6277 SEA HARBOUR DRIVE STE
 400, 32821 ORLANDO, USA

PERIOD 1DEC18 - 31DEC18
 CLIENT ORL ORLANDO / ORANGE COUNTY
 PRODUCT 1 VISIT ORLANDO
 CAMPAIGN 3 2018-2019

INVOICE NUMBER 132405
 ISSUE DATE 1JAN19
 (SALE) CURRENCY=£

SERIAL NUMBER	PERIOD	FORMAT/TYPE/SIZE	CONTACT TYPE	CLIENT COST	V.A.T. RATE	V.A.T. CHARGED	TOTAL
FACEBOOK							
U00017425	01DEC18-31DEC18	FB/*468 X 60	CLICKS	36598.68	ZERO	36598.68	
U00017423	01DEC18-31DEC18	FB/*468 X 60	CLICKS	1689.87	ZERO	1689.87	
* TOTALS FOR SUPPLIER *				38288.55		38288.55	
CONVERSANT							
U00017426	01DEC18-31DEC18	FB/*468 X 60	CLICKS	4998.00	ZERO	4998.00	
INFLECTO							
U00017424	01DEC18-31DEC18	FB/*468 X 60	CLICKS	22291.50	ZERO	22291.50	
				65578.05		65578.05	
* ASBOF	0.1 PCT *			65.58	N/A	65.58	
* TOTALS FOR INVOICE *				65643.63		£65643.63	

 VAT ANALYSIS ONLY

65.58	N/A	65.58
	EXEMPT	
65578.05	ZERO	65578.05
65643.63	TOTAL	65643.63

THIS INVOICE IS PAYABLE BY 15FEB19

BANK DETAILS ARE -



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HSBC HOLBORN BRANCH, 31 HOLBORN CIRCUS LONDON EC1N 2HR SORT CODE: 40-02-50,ACCOUNT NUMBER: 51402161 IBAN: GB75MIDL40025051402161,BIC: MIDLGB22 ACCOUNT NAME: ALL RESPONSE MEDIA LIMITED							

Market	United Kingdom
Flight Date	December
Total Client Cost (£)	£52,569.20
Total Client Cost (\$)	\$68,339.96
Exchange Rate	1.3

VisitOrlando



Date	Activity	Vendor	Strategy	Format	Creative	Goal	Unit Size	Buy	Impressions	CTR	Clicks	Post View Rate	Post View Clicks/Views	Total Clicks/Views	Rate	Media Cost	Tracking	Client Cost	Web Site Interaction	Web Site Interaction %	Cost Per Web Site Interaction
12/25 - 12/31	Social	FB Network	Intent	All Available	Video	2. Drive top of mind awareness	All Available	CPM	2,500,000	0.80%	20,000	-	-	20,000	£2.00	£5,000.00	£725.05	£5,725.05	-	-	-
12/01 - 12/31			Intent		Static / Canvas / Carousel	2. Performance strategies - Driving site interaction		CPC	10,290,538	0.80%	82,324	-	-	82,324	£0.35	£28,813.51	£2,830.19	£31,643.69	-	-	-
			Database		Lead Gen / Static	3. Database Sign-up's		CPL	888,889	0.45%	4,000	-	-	4,000	£3.00	£3,000.00	£238.92	£3,238.92	1,000	25.00%	£3.24
Total									13,679,427	-	106,324	-	-	106,324	-	£36,813.51	£3,794.15	£40,607.66	1,000	-	-

Date	Activity	Vendor	Site Placement / Strategy	Format	Creative	Goal	Unit Size	Buy	Impressions	CTR	Clicks	Post View Rate	Post View Clicks/Views	Total Clicks/Views	Rate	Media Cost	Tracking	Client Cost	Web Site Interaction	Web Site Interaction %	Cost Per Web Site Interaction
12/01 - 12/31	Lead Gen	Inflectomedia	UK, ABC1 Families, 25-54 skewing Female, House hold income £40K	Email	Generic	Database Sign-Ups	All Available	CPL	-	-	16,847	-	-	16,847	£3.50	£11,792.95	£168.59	£11,961.54	3,369	20.00%	£3.55
Total									-	-	16,847	-	-	16,847	-	£11,792.95	£168.59	£11,961.54	3,369	-	£3.55

Danielle Hollander
Chief Marketing Officer VO
[Signature]
Larry Henrichs
COO/CFO VO
[Signature]

Converted to \$	Activity	Exchange Rate	Media Cost	Tracking	Client Cost
	Prospecting	1.3	\$0.00	\$0.00	\$0.00
	Social	1.3	\$47,857.56	\$4,932.40	\$52,789.96
	Video	1.3	\$0.00	\$0.00	\$0.00
	Lead Generation	1.3	\$15,330.83	\$219.17	\$15,550.00
	Retargeting	1.3	\$0.00	\$0.00	\$0.00