



**Birdsall, Voss & Associates, Inc. dba bvks**  
 250 W. Coventry Ct. Ste. 300 / Milwaukee, WI 53217  
 414-228-1990 / bvks.com

Visit Orlando  
 6277 Sea Harbor Drive, Suite 400  
 Orlando, FL 32812  
 Attn: Carmen Godsey

## INTERNET INVOICE

**Invoice Number :** 169634  
**Date :** 10/23/2019  
**Page :** 1 of 2  
**Client PO:** 3910  
**Campaign:** P90189 Visit Orlando 2019 Member  
 Co-Op

Line	Start Date	Ad Number	Bill Amount
<b>Vendor: SOJERN INC</b>			
<b>Order: 093211 - 2019 Visit Orlando Member Co-op Summer D</b>			
0001	6/1/2019		-5,631.23
Headline: Display - Demo, Geo & Contextual Ta			
Creative Size: Display Banners - 728x90, 300x250, 160x600, 300x600, 320x50			
0002	7/1/2019		4,110.23
Headline: Display - Demo, Geo & Contextual Ta			
Creative Size: Display Banners - 728x90, 300x250, 160x600, 300x600, 320x50			
0003	8/1/2019		20,365.00
Headline: Display - Demo, Geo & Contextual Ta			
Creative Size: Display Banners - 728x90, 300x250, 160x600, 300x600, 320x50			
<b>Order Total:</b>			<b>18,844.00</b>
<b>Vendor: ADARA INC</b>			
<b>Order: 093220 - 2019 Visit Orlando Member Co-op Summer D</b>			
0003	8/1/2019		14,576.00
Headline: Digital Display			
Creative Size: Display Banners - 300x250, 728x90, 300x600, 160x600			
<b>Vendor: Flashtalking Inc</b>			
<b>Order: 093735 - 2019 Visit Orlando Member Co-op Summer D</b>			
0001	6/1/2019		357.77
Creative Size: Ad Serving -			
0002	7/1/2019		672.19
Creative Size: Ad Serving -			
0003	8/1/2019		422.25
Creative Size: Ad Serving -			
<b>Order Total:</b>			<b>1,452.21</b>
<b>Vendor: Integral Ad Science</b>			
<b>Order: 093764 - 2019 Visit Orlando Member Co-op Summer D</b>			
0001	6/1/2019		491.64
Creative Size: Ad Verification -			
0002	7/1/2019		500.71
Creative Size: Ad Verification -			
0003	8/1/2019		493.04
Creative Size: Ad Verification -			



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 Client PO: 3910  
 Campaign: P90189 Visit Orlando 2019 Member  
 Co-Op

Line	Start Date	Ad Number	Bill Amount
<b>Order Total:</b>			<b>1,485.39</b>
<b>Total</b>			<b>36,357.60</b>
			<b>Total \$36,357.60</b>

All amounts reflected in US Dollars. Agency will render a late payment penalty of 1 1/2% per month or 18% annually after 30 days from invoice date.

Remit payments to Birdsall, Voss & Associates, Inc.



Birdsall, Voss & Associates, Inc.  
 250 W Coventry Court, Suite 300  
 Milwaukee, WI 53217

**Purchase Authorization**

Date: 05/16/19

We hereby authorize and direct BVK to purchase:

CLIENT: Visit Orlando  
 PLAN: 2019  
 MEDIA: Display Co-OP  
 POW: P90189


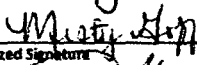

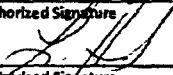
Estimate	Market(s)	Tactic	Fighting	Budget
3910	MIA, TPA, JAX, WPB, NYC, PHL, ATL, BOS	Display Banners (Sojern/Adara) Ad Serving Fees	June - August June - August	\$108,746 \$1,367

NOTE: 12 Partners

12 out of 8 partners

\*Total Estimated Cost:

\$110,113

	<u>5/16/19</u>
Authorized Signature	Date
	<u>5/16/19</u>
Authorized Signature	Date
	<u>5/16/19</u>
Authorized Signature	Date
	<u>5/20</u>
Authorized Signature	Date

**Terms & Conditions**

This purchase authorization permits BVK to place media on behalf of the client for the amount indicated above. Upon receipt of the corresponding invoices, client will have 30 days to pay BVK for the authorized media services. BVK will not pay media vendors until payment from client has been received.

This quote does not cover any additions or changes made by Visit Orlando within the Google AdWords platform. Any overspend potentially resulting from actions in the Change History attributed to a Visit Orlando team member will not be the responsibility of BVK.

This is not a firm quote and may vary by up to 10% without requiring that BVK secure additional approval. Total Estimated Cost is based upon the estimates provided by our suppliers and internal time estimates. The actual billed total may vary. Client revisions may increase the cost of the project and require additional cost estimates.

Cancellation of media that has been placed as a result of this purchase authorization may occur if notice is given in time to meet standard cancellation policies by medium.

- Network broadcast media (National) = non-cancellable
- Broadcast media (Local Market) = 20 business days/4 weeks
- OOH = non-cancellable
- Print = must be cancelled by space close deadline, varies by publication
- Digital/social media = 14 business days/2 weeks