



# INVOICE

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 Orlando, FL 32801

Visit Orlando  
 Carmen Godsey  
 6700 Forum Drive, Suite 100  
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Invoice # 36246  
 Invoice Date 2/24/2020  
 Due Date 2/24/2020  
 Terms Due Upon Receipt

Estimate D5882  
 Project Code: P00018

20-OOC NCW Digital-March 2020 (Credit applied due to cancellation)

Insertion Orders

Ad#/Caption	Insertion Date	Total Cost
ASAE (ASAECenter.org) - leaderboard position (bonus) 15,000 impressions NCW	3/1/2020	0.00
Northstar - email national: HTML (east/west, national) sent to 50,000 NCW	3/1/2020	8,000.00
Northstar - email national: HTML (east/west, national) sent to 50,000 NCW	3/1/2020	-8,000.00
MPI - programmatic digital campaign 100,000 impressions NCW	3/1/2020	2,500.00
Meetings Today - HTML email sent to 30,000 NCW	3/16/2020	3,000.00
Meetings Today - HTML email sent to 30,000 NCW	3/23/2020	-3,000.00
Meetings Today - HTML email sent to 30,000 NCW	3/23/2020	3,000.00
Meetings Today - HTML email sent to 30,000 NCW	3/23/2020	-3,000.00
Meetings Today - Meetings in a Minute sent to 75,000 NCW		\$16,500.00
	Total:	\$16,500.00
	Insertion Order Subtotal:	
Ad Serving Fees via Campaign Manager(\$0.13/CPM)		\$17.81
Ad Serving Fees via Campaign Manager (0.02/CPC)-assuming 20% click		\$620.00
	Invoice Total	\$17,137.81
	Less Applied Credit(Northstar,Meetings Today)	\$14,000.00
	Amount Due	\$3,137.81

Due Upon Receipt.