



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

INVOICE

Visit Orlando
 6277 Sea Harbor Drive, Suite 400
 Orlando, FL 32812

Invoice Number : 158073
Date : 8/21/2018
Page : 1 of 1
Client PO:

Current

Job: 080142 - Magical Dining 2018 Radio Production
Component: 01 - Magical Dining 2018 Radio Production

| | |
|---------------------------------|-----------------|
| Dubs/Tapes/CDs/DVDs | 12.00 |
| Studios | 4,576.25 |
| | <u>4,588.25</u> |
| Total for Job/Component: | 4,588.25 |

Sub-Total 4,588.25

**Taxable*

| | |
|--------------|-------------------|
| Total | \$4,588.25 |
|--------------|-------------------|

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. dba bvk
 250 W. Coventry Ct. Ste. 300 / Milwaukee, WI 53217
 414-228-1990 / bvk.com

Estimate

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

Estimate : 15798 - 1 - 1
 Date : 6/27/2018
 Page : 1 of 2

| | | | |
|-------------------------|--------------------------------------|--------------------------|--------------------------------------|
| Estimate: 015798 | Magical Dining 2018 Radio Production | Job: 080142 | Magical Dining 2018 Radio Production |
| Component: 01 | Magical Dining 2018 Radio Production | Component: 001 | Magical Dining 2018 Radio Production |
| Quote: 01 | | Client Reference: | |
| Revision: 0 | | Sales Class: | BVK |

Estimate for BVK to record, produce, and traffic (4) radio spots (2 x :60, 2 x :30) for Magical Dining Month 2018.

Estimated costs include post production, and licensing fees. Agency time will be billed to the retainer.

Estimated costs are based on the following usage: 2 x :60 traditional radio broadcast for (1) 13-week cycle in the Orlando, FL market and 2 x :30 digital radio on Pandora for (1) 13-week cycle in the Orlando, FL market.

Estimated costs are based on the following production partners: Independent Studios and The Sheppard Agency

BVK currently has time on July 18th held to record.

Broadcast

Flight Dates

8/13 - 8/26; 9/10 - 9/23

Market

Orlando, FL

Lengths

:60s

(2) Scripts

- Deliciously Affordable
- Better Shared

Digital (Pandora)

Flight Dates

8/20 - 9/20

Market

Orlando, FL

Lengths

:30s

(2) Scripts

- Deliciously Affordable
- Made for Sharing



Birdsall, Voss & Associates, Inc. dba bvks
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Estimate

| Description: | Amount: |
|---------------------|---------------------------------------|
| Production Services | 300.00 |
| Music / SFX | 2,300.00 |
| Talent-Voice Over | 2,500.00 |
| Studios | 2,300.00 |
| | SubTotal: 7,400.00 |
| | Tax: 0.00 |
| | Total For Estimate: \$7,400.00 |

*This is not a firm quote and may vary by up to 10% without requiring Agency to 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. Actual sales tax, based on applicable law, will be assessed at completion of the project. To avoid project delays, return a signed copy of this estimate via fax or PDF to your Agency representative within 1 business day of receipt of this estimate.

KHM

Agency Authorization: _____
Date: 6/27/2018

Client Approval Approved By: *Duff J. Holland*
Date: 7/9/2018



75 Second Ave, Suite 720
Needham, MA 02494
781-577-2016

BVK
Attn: BVK Accounting
250 Coventry Court
Suite 300
Milwaukee, WI 53217
414-228-1990

Invoice

INVOICE DATE:
INVOICE #:
DUE DATE:
TERMS:
ORDER ID:
PURCHASE ORDER #
JOB #
ADVERTISER NAME:
CAMPAIGN NAME:
CAMPAIGN #
TOTAL DUE:

| |
|----------------|
| 8/14/2018 |
| 3160041 |
| 9/13/2018 |
| NET 30 |
| 2942194 |
| 48763 |
| |
| Visit Orlando |
| |
| |
| |
| \$12.00 |

| Invoice Summary | | | | | | | | |
|-----------------|---------|-------|---------------|-------|---------|------------|---------------|---------|
| Date | Order# | PO # | Advertiser | Brand | Product | Campaign # | Campaign Name | Amount |
| 8/14/2018 | 2942194 | 48763 | Visit Orlando | | | | | \$12.00 |

Remit via check to: Extreme Reach, Inc.
28540 Network Place
Chicago IL 60673-1285

Remit via wire/ACH to: Extreme Reach, Inc.
Bank: JP Morgan Chase Bank
Bank Address: NY, NY
ABA: 021 000 021
Account number: 561006839
Swift: CHASUS33

If you have any questions about this invoice, please contact billing@extremereach.com
THANK YOU FOR YOUR BUSINESS!

VEND extremereach GROSS AMT _____
 CLIENT VO NET AMT 12.00
 JOB 80142 CONTRACT/PO 48763
 G/L _____ ENTER DATE 9/16
 CAT 4410 INITIALS NB



Transaction Detail

75 Second Ave, Suite 720
 Needham, MA 02494
 781-577-2016

ORDER #: 2942194
Order Date: 8/14/2018
Ordered By: Karen Nennig
Advertiser: Visit Orlando
Delivery Type: Audio

Purchase Order#: 48763
ORDER TOTAL: \$12.00

Group Summary

| Group Name | Group Type | #Spots | #Destinations | Traffic Only | Audio | |
|-----------------------------|-------------------|--------|---------------|--------------|-------|---------|
| Orlando | Media And Traffic | 2 | 4 | - | 4 | |
| Unit Price | | | | | - | \$3.00 |
| Total By Delivery Type | | | | | - | \$12.00 |
| Total Distribution Services | | | | | | \$12.00 |

Invoice Total **\$12.00**

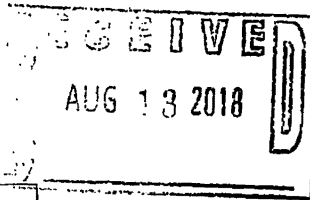
| 5182236 - Orlando | | | | | | |
|---------------------|--|--------|--------|--------|--------|----------------|
| Destination | Market | Medium | Method | Format | #Spots | Total |
| WCFB-FM | Orlando-Daytona Beach-Melbourne, FL | Radio | Online | - | 2 | \$3.00 |
| WMGF-FM | Orlando-Daytona Beach-Melbourne, FL | Radio | Online | - | 2 | \$3.00 |
| WOMX-FM | Orlando-Daytona Beach-Melbourne, FL | Radio | Online | - | 2 | \$3.00 |
| WQMP-FM | Orlando-Daytona Beach-Melbourne, FL | Radio | Online | - | 2 | \$3.00 |
| Group Total: | | | | | | \$12.00 |

Media List

| ISCI/AdId | Title | Length |
|------------|------------------------|--------|
| VORL6R1829 | Deliciously Affordable | :60 |
| VORL6R1831 | Better Shared | :60 |

Independent Studios, LLC
 777 N. Jefferson St.
 Milwaukee, WI. 53202
 PH: (414)347-1100

Invoice



| Date | Invoice No. |
|----------|-------------|
| 08/09/18 | 15176 |

Bill To:
 BVK
 ATTN: Accounts Payable
 250 W. Coventry Court, Ste 300
 Milwaukee, Wisconsin 53217

Ship To
 BVK
 ATTN: Accounts Payable
 250 W. Coventry Court, Ste 300
 Milwaukee, Wisconsin 53217

| P.O. Number | Terms | Rep | Ship Date | Ship Via | FOB | Project |
|-------------|--------|-----|-----------|----------|-----|---------|
| 048739 | Net 30 | S/R | 07/25/18 | | | |

| Description | Quantity | Price Each | Amount |
|---|----------|------------|----------|
| Visit Orlando | | | |
| "Magical Dining 2018 Radio" | | | |
| Job#: 080142-001 | | | |
| 7/25/18 - 8/8/18 | | | |
| VEND <u>istd</u> GROSS AMT _____ CLIENT <u>vo</u> NET AMT <u>4,576.25</u> JOB <u>80142</u> CONTRACT/PO <u>48739</u> | | | |
| Studio Time/audio production | 5.75 | 275.00 | 1,581.25 |
| ISDN connection charges | 1 | 150.00 | 150.00 |
| Phone Patch w/client | 1 | 50.00 | 50.00 |
| Session backup | 1 | 100.00 | 100.00 |
| Search: Music/SFX | 1 | 100.00 | 100.00 |
| email mp3/aiff/wav files for approvals | 1 | 170.00 | 170.00 |
| Extreme Reach upload only | 4 | 20.00 | 80.00 |
| email final :30R mp3s to Karen | 2 | 10.00 | 20.00 |
| Music-Radio Terrestrial Local Clearance | 2 | 175.00 | 350.00 |
| Music License: Internet Add On/Streaming | 2 | 225.00 | 450.00 |
| Music License: Digital Radio/Pandora/Sirius | 2 | 750.00 | 1,500.00 |
| CD Master to BVK | 1 | 25.00 | 25.00 |

| | | |
|--|-------|------------|
| Please make checks payable to: INDEPENDENT STUDIOS | Total | \$4,576.25 |
|--|-------|------------|



I N D E P E N D E N T
Music Usage Agreement
COMMERCIAL / PROMOTION

Job # 15176
Client Visit Orlando
Printed 8/9/2018

Upon receipt of payment, BVK (Company) is granted the non-exclusive right, privilege and/or authority to use the solely-owned musical composition(s) and master recording(s) specified, as contained in the specified library for the sole, limited and restricted purpose of using such recorded selection(s) in synchronization or timed relation only in the specified production as follows:

| Type of Clearance | ISCI | Title | Catalog | CD # | Track # | TRT | Drops | Fee |
|-------------------------|------------|------------------------|---------|------|---------|-----|-------|----------|
| Radio Local w/streaming | VORL6R1829 | Deliciously Affordable | KPM | 0940 | 02801 | :60 | 1 | \$400.00 |
| Internet Commercial | VORL3R1830 | Deliciously Affordable | KPM | 0940 | 02801 | :30 | 1 | \$750.00 |
| Radio Local w/streaming | VORL6R1831 | Better Shared | KPM | 0940 | 02801 | :60 | 1 | \$400.00 |
| Internet Commercial | VORL3R1832 | Made for Sharing | KPM | 0940 | 02801 | :30 | 1 | \$750.00 |

**Internet Commercial
incl Digital radio/Pandora

Usage terms and conditions are as follows:

1. The territory covered by this usage agreement is the world except with regards to use of the recorded selection(s) in commercial/promo spots for radio or television. In this event, the usage agreement covers only the territory expressly specified under "Type of Clearance". If none is specified, only the U.S. is covered.
2. This usage agreement is for synchronization only and does not authorize the aforementioned recorded selection(s) to be used in any manner not expressly set forth herein. Any change(s) in either the audio or visual portions of the production will require the Company to contact Independent Studios to re-license. No performance rights are granted with this agreement.
3. The Company agrees to the terms and conditions set forth in this agreement and shall agree to be bound thereby.
4. This agreement is not valid unless and until the payment specified has been received by Independent Studios, LLC.

The Company agrees to the stated price and terms of the music usage agreement.

Fee Total \$2,300.00