



Insertion Order

Advertiser: Visit Orlando (ID: 810137) 6277 Sea Harbor Dr Ste 400, Orlando, FL 32821 United States

No Agency

Contacts

Misty Goff, Director, Convention Marketing, Visit Orlando, (407) 541-4224, misty.goff@visitorlando.com ()

Bill To: Direct

SF ID: 006800000190uiDAAQ

New/Revised/Cancelled: New

Sales Rep: Kimberly Faulk (100.00%)

<u>Ad Unit</u>	<u>Total Net</u>	<u>Production Charges</u>	<u>Comments</u>	<u>Issue Date(s)</u>	<u>Net Rate/Issue</u>
1. MC Digital Ad	\$30,000.00	\$0.00	2018 Visit Orlando Research Program - 3 research programs to custom Northstar database of 30k names/deployment - 7-10 questions/research piece - contact info on all leads who register for the incentive - 2x email blast with subject line a/b testing per research piece - results provided in raw data form - giveaway for program	4/1/2018	\$30,000.00

IO Totals

\$30,000.00

1 qty.

I agree to the Northstar Travel Media Terms and Conditions (<http://www.northstartravelgroup.com/about-us/advertising-terms-and-conditions>).

Signature: Larry Henrichs
Larry Henrichs (Mar 23, 2018)

Email: misty.goff@visitorlando.com