

Campaign Information	
Campaign Name	<b>PBI 2022</b>
IO #	319251-2974642074
IO Date	1/31/22
Oracle ID #	3665210
Bill to	Advertiser
Currency	USD
Expedia Contact Title	Leah Garey Sr. Business Development Manager
Phone	
Fax	
Email	lgarey@expediagroup.com

Advertiser Contact Information	
Advertiser	Palm Beach International Airport
Contact Name	Lacy Larson
Title	
Address	846 Palm Beach International Airport West Palm Beach Florida 33406-1470 UNITED STATES
Email	llarson@pbia.org
Phone	561.471.7467
Fax	

Agency Contact Information	
Agency	
Contact Name	
Title	
Address	
Email	
Phone	
Fax	

Overview			
Site	Impressions	Gross Value	Net Value
Expedia.com (USA)	4,487,500	\$94,500	\$94,500
Vrbo.com (USA)	300,000	\$7,500	\$7,500
<b>Totals</b>	<b>4,787,500</b>	<b>\$102,000</b>	<b>\$102,000</b>

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
<b>Expedia.com (USA)</b> us_en 1.185891005	160x600	Flights Results Right 1 Dynamic Ads	Geography INCLUDES [DMA Region / TV Region] [Washington DC (Hagerstown MD), Houston TX, Chicago IL, Minneapolis-St. Paul MN, Los Angeles CA]  AND {Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [FLL, PBI] }	2/15/22	8/31/22	468,750	\$32.00	\$32.00	\$15,000	\$15,000
<b>Expedia.com (USA)</b> us_en 2.186024505	160x600	Flights Results Right 2 Dynamic Ads	Geography INCLUDES [DMA Region / TV Region] [Washington DC (Hagerstown MD), Houston TX, Chicago IL, Minneapolis-St. Paul MN, Los Angeles CA]  AND {Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [FLL, PBI] }	2/15/22	8/31/22	937,500	\$16.00	\$16.00	\$15,000	\$15,000

Placement Detail											
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value	
<b>Expedia.com (USA)</b> us_en 3.186023005	970x90, 728x90, 468x60, 300x250, 300x50	Flights Search + Results + Infosite/Details Center Inline Bundle Dynamic Ads	Geography INCLUDES [DMA Region / TV Region] [Washington DC (Hagerstown MD), Houston TX, Chicago IL, Minneapolis-St. Paul MN, Los Angeles CA]  AND {Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [FLL, PBI] }	2/15/22	8/31/22	925,000	\$20.00	\$20.00	\$18,500	\$18,500	
<b>Vrbo.com (USA)</b> us_en 4.186023307	160x600	Vacation Rental Infosite/Details Right 1 Dynamic Ads	Geography INCLUDES [DMA Region / TV Region] [Washington DC (Hagerstown MD), Houston TX, Chicago IL, Minneapolis-St. Paul MN, Los Angeles CA]  AND {Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [PBI, FLL] }	2/15/22	8/31/22	300,000	\$25.00	\$25.00	\$7,500	\$7,500	
<b>Expedia.com (USA)</b> us_en 5.186023705	160x600	Flights Results Right 1 Dynamic Ads	Geography INCLUDES [DMA Region / TV Region] [West Palm Beach-Ft. Pierce FL, Miami-Ft. Lauderdale FL]  AND {Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Chicago Metro, Washington DC Metro, IAH, MSP, LAX] }	2/15/22	8/31/22	468,750	\$32.00	\$32.00	\$15,000	\$15,000	
<b>Expedia.com (USA)</b> us_en 6.186023805	160x600	Flights Results Right 2 Dynamic Ads	Geography INCLUDES [DMA Region / TV Region] [West Palm Beach-Ft. Pierce FL, Miami-Ft. Lauderdale FL]  AND {Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Chicago Metro, Washington DC Metro, IAH, MSP, LAX] }	2/15/22	8/31/22	687,500	\$16.00	\$16.00	\$11,000	\$11,000	
<b>Expedia.com (USA)</b> us_en 7.186024005	970x90, 728x90, 468x60, 300x250, 300x50	Flights Search + Results + Infosite/Details Center Inline Bundle Dynamic Ads	Geography INCLUDES [DMA Region / TV Region] [West Palm Beach-Ft. Pierce FL, Miami-Ft. Lauderdale FL]  AND {Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Washington DC Metro, Chicago Metro, IAH, MSP, LAX] }	2/15/22	8/31/22	1,000,000	\$20.00	\$20.00	\$20,000	\$20,000	

Contract Based Billing Terms Defined	
Direct Pre Bill	Customer to be billed for the full IO net value in the first month of the campaign. Delivery will not impact invoice amounts.
Direct Post Bill	Customer to be billed for the full IO net value in the last month of the campaign. The campaign cannot extend longer than the 3 months. Delivery will not impact invoice amounts.
Marketing Fund	The full IO net value will be deducted from the Customer's Marketing Fund account. Delivery will not impact invoice amounts. Customer will not receive any invoice for the campaign.
Special Bill	Billing terms that do not fall under other available contract based bill terms. IO require additional approval levels.

Impression Based Billing Terms Defined	
Publisher Actuals Monthly	Campaign billed monthly based on delivered impressions from Expedia Google Ad Manager (GAM) Ad Server.
Client Actuals Monthly	Campaign billed monthly based on delivered impressions from 3rd party Ad Server system. Customer must provide access to the 3 <sup>rd</sup> party Ad Server or provide weekly and monthly reports. If Customer fails to provide access or weekly and monthly reports within 30 days of the end of the month, billing will be based on Publisher's ad server delivery counts.
Intercompany	Campaign sold to an Expedia subsidiary and billed monthly based on delivered impressions from Expedia GAM Ad Server via intercompany process. Expedia subsidiary will not receive any invoice for the campaign.
Controlling Impression Measurement	Expedia GAM or Other 3rd Party System

Recipient of the Services and Party Responsible for Payment	
Billing Contact Name	Lacy Larson
Billing Entity Name	Palm Beach International Airport
Legal Entity Name	
Customer/Bill To	Advertiser
Tax ID/Business Number	
Street	846 Palm Beach International Airport
City	West Palm Beach
State/Province	Florida
Country	UNITED STATES
Zip/Postal Code	33406-1470
Email	llarson@pbia.org
Additional Emails	
Phone	561.471.7467
Billing Terms	Publisher Actuals Monthly
Payment Terms	Due Net 30 Days

Special Billing Instructions
Invoice Notes
Special Campaign Implementation Instructions

**Terms and Conditions**

1. Travelscape, LLC (doing business as "Expedia Group Media Solutions") is the provider of advertising services under this Insertion Order.
2. The parties agree that the recipient of the services provided by Expedia Group Media Solutions is the entity specified in the "Customer/Bill To" field in this Insertion Order.
3. If the recipient of the services is established or resident in Australia, the Insertion Order may only be executed if the customer is registered for Good and Services Tax (GST).
4. In the event that this Insertion Order is executed by a network or an advertising agency, then the terms and conditions of the IAB/AAA Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0, shall apply and be incorporated herein: <https://advertising.expedia.com/tools/termsconditions/>
5. In the event that this Insertion Order is executed by an advertiser, then the Direct Advertiser Standard Terms and Conditions at <https://advertising.expedia.com/tools/termsconditions/> shall apply. Such terms are based upon the IAB/AAA Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0.
6. In the event that this Insertion Order includes TravelAds, the terms and conditions found here <https://advertising.expedia.com/tools/termsconditions/> are incorporated and accepted herein
7. In the event of any conflict between the terms of this insertion order and the Standard Terms and Conditions incorporated by reference herein, as applicable, the terms of this insertion order shall apply.
8. All IOs executed in North America, Central America, South America and the Asia-Pacific (APAC) Region will be governed by the laws of the State of Washington. Expedia Group Media Solutions and Advertiser agree that any claims, legal proceedings, or litigation arising in connection with the IO (including these Terms) will be brought solely in Washington Courts, and the parties consent to the jurisdiction of such courts. No modification of these Terms will be binding unless in writing and signed by both parties. If any provision herein is held to be unenforceable, the remaining provisions will remain in full force and effect. All rights and remedies hereunder are cumulative.
9. All IOs executed in EMEA (Europe, Middle East and Africa) Region will be governed by the laws of England and Wales. Expedia Group Media Solutions and Advertiser agree that any claims, legal proceedings, or litigation arising in connection with the IO (including these Terms) will be brought solely in English Courts, and the parties consent to the jurisdiction of such courts. No modification of these Terms will be binding unless in writing and signed by both parties. If any provision herein is held to be unenforceable, the remaining provisions will remain in full force and effect. All rights and remedies hereunder are cumulative.
10. A signed insertion order secures your impressions on a first come, first served basis. Actual availability is subject to change.
11. Complete technical specifications are available on request.
12. Emails are sold by quantity sent, not by impressions.
13. All creative units link within the Expedia Marketplace unless otherwise noted.
14. Payment by Marketing Funds: Any amounts owed by Advertiser to Expedia Group Media Solutions for media placement approved by Expedia may be credited against any available marketing fund provided pursuant to a separate agreement between Advertiser and Expedia Group Media Solutions or its Affiliates ("Marketing Fund"). Advertising placed by an Agency on behalf of an Advertiser shall not qualify for credit against any Marketing Fund. Any remaining amounts shall be invoiced to Advertiser paid as provided in this Insertion Order and/or the applicable standard terms and conditions.
15. Pixel Placement. If Advertiser or Agency is permitted to collect any information from users of any website of Media Company through a pixel, tag, or other tracking method ("Advertiser Tag") then (a) Advertiser shall provide Media Company with prior written notice of all information collected by the Advertiser Tag, (b) Advertiser shall not, without Media Company's prior written consent, (i) use information collected through the Advertiser Tag for any purpose other than delivering the Ads under this IO including but not limited to the delivery of ads for third parties; or (ii) share any information collected through the Advertiser Tags with any third party, and (c) Media Company may remove Advertiser Tags at any time in its sole discretion.
16. Payments shall be paid to Expedia Group Media Solutions in cleared funds, without any deduction or set-off, and exclusive of and without any deduction for, or on account of, any taxes, imports, duties, charges, fees, levy or withholdings of any kind required by applicable law. In the event that the Advertiser is required to make such a deduction or withholding, in no event shall the amount paid to Expedia Group Media Solutions in connection with this Agreement be less than the amounts that Expedia Group Media Solutions would have received absent such deduction or withholding.
17. Transaction Taxes. All amounts payable or deemed to be payable by Advertiser to Publisher shall be exclusive of any Transaction Taxes. Any and all applicable Transaction Taxes imposed on the services or otherwise arising from the transactions of the parties under this Agreement shall in each case be paid by Advertiser to Publisher or to the Governmental Authorities as required by applicable law, unless Advertiser provides Publisher any and all documents required by applicable law to qualify for an exception or exemption from the imposition of Transaction Taxes (e.g., exemption certificates). Where permitted by law, Publisher, in its sole discretion, shall invoice Advertiser for any Transaction Taxes payable to Publisher and may elect to invoice Advertiser for such Transaction Taxes subsequent to the performance of services.
18. Except for recipients established or receiving services in the United States, the recipient of the services should confirm if they are registered for Transaction Taxes in the country where they are established or registered (or the country from which they are receiving these services) in advance of executing the Insertion Order.
19. Except for recipients purchasing services in the United States, if the recipient is established or resident in Australia or New Zealand, the Insertion Order may only be executed if the recipient of the services is registered for Value Added Tax ("VAT") or Good and Services Tax ("GST") in the country where it is purchasing the services.

**Customer**

Lacy Larson  
 Lacy Larson (Feb 3, 2022 10:36 EST)

By (Signature)

Lacy Larson

Name (Print)

Director, Airports Marketing and Communications

Title

02/03/22

Date

**Expedia Group Media Solutions**

Elizabeth Espinoza  
 Elizabeth Espinoza (Feb 3, 2022 11:13 EST)

By (Signature)

Elizabeth Espinoza

Name (Print)

Senior Analyst, Revenue Operation

Title

Feb 3, 2022

Date