



**DFWB: BrandCottage FY24 Search Marketing
INSERTION ORDER**

Description: DFWB F24 SEM
aid Platforms: Google
IO Date: 8/24/23

**CONTRACT: C19-2752-TDD
Boone Oakley
Marketing, Advertising, & PR for TDD
EXPIRES:09/30/2025**

THIS INSERTION ORDER (or "IO") is made and effective as of the date of the last signature (the "Effective Date") by and between BrandCottage ("Media Agency"), Okaloosa County Board of County Commissioners, ("Advertiser"), a political subdivision of the State of Florida, each of which is individually a "Party" and together are the "Parties".

NOW, THEREFORE, in consideration of the mutual agreements contained herein, BrandCottage and Advertiser hereby agree as follows:

ADVERTISER/AGENCY CONTACT INFORMATION

Client/Billing: Okaloosa County Board of County Commissioners
Advertiser (If different from billing entity): Destin-Fort Walton Beach, Florida
Client Contact: Jennifer Adams
Address: Okaloosa County Tourism Development Department, 1540 Miracle Strip Pkwy SE, Fort Walton Beach, FL 32548
Buyer: Elaine Cheedle / elaine@brandcottage.com

INSERTION ORDER DETAILS

**Gross Media includes 12.5% of gross budget for BrandCottage Fees, broken out in the net column.*

| PUBLISHER | CREATIVE UNIT | PAIGN OBJEC | GROSS MEDIA COST | NET MEDIA COST |
|--|---------------|--------------|------------------|----------------|
| Google | SEM | Site Traffic | \$400,000 | \$350,000 |
| BrandCottage SEM Buying Fee (12.5% of gross) | | | | \$50,000 |
| Total Media | | | \$400,000 | |

DIGITAL MATERIALS & REPORTING

BrandCottage to implement client-approved SEM ads.

BrandCottage to provide reconciled spend, reporting, and creative detail as proof of performance on a monthly basis.

AYMENT

Advertiser to pay self-serve platforms directly via current invoicing/billing structure set up within each platform as is outlined for paid search. Advertiser is responsible and liable for all payments associated with this Insertion Order, and as a result, Google will invoice Advertiser directly. In addition, Advertiser grants authority to Agency to make any necessary changes to the Insertion Order via email or written approval.



Advertiser to pay BrandCottage directly on a monthly bases at 12.5% of gross media in activation fees on 30 Days Net Terms. BrandCottage will work to issue media invoices by the 15th of each month, accompanied by the associated media delivery.

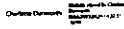
This IO is effective when signed by Advertiser and accepted by BrandCottage as of the later date entered below ("Effective Date"). Advertiser's signature below acknowledges that Advertiser has read and understands each of the terms and conditions of this IO and agrees to the standard IAB Terms and Conditions for Internet Advertising (https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf) and agrees to be bound by them to the extent permitted by Florida law.

Name: Jennifer Adams
Email: jadams@myokaloosa.com

Okaloosa County Board of
County Commissioners

Signature: Jennifer
Adams

Name/Title: TDD Director
Date:


Digitally signed by
Jennifer Adams
Date: 2023.08.24
15:02:56 -05'00'

BrandCottage


Signature: Elaine Cheedle
obo Patricia Wilson

Name/Title: Elaine Cheedle
Partner / Media Services Director
obo Patricia Wilson, CEO
Date: 8/24/23

DeRita
Mason
Purchasing Manager
Digitally signed by DeRita
Mason
Date: 2023.08.24
15:52:05 -05'00'

Faye
Douglas
OMB Director
Digitally signed by Faye
Douglas
Date: 2023.08.30
09:21:48 -05'00'

John Hofstad
County Administrator
Digitally signed by John
Hofstad
Date: 2023.08.30
12:05:32 -05'00'


Robert A. "Trey" Goodwin III, Chairman
September 5, 2023



**DESTIN
FORT
WALTON
BEACH
FLORIDA**

**Paid Media Insertion Order
TD2406
1410-548065**

Title: Boosted Social Media Posts

Insertion order reflects the spend for boosted social media posts for October 1, 2023 – September 30, 2024.

| | | |
|----------|-------------------------|-----------------------------|
| TDF2406 | Meta-Facebook/Instagram | \$181,424 |
| TDfp2406 | Meta-Facebook/Instagram | <u>\$15,000</u> beach flags |
| | | \$108,212 |

Agency to manage media based on County direction. County to pay vendor directly. Insertion order is issued for encumbrance purposes and to assist agency in managing spend.

Total not to exceed \$196,424

Approved By:

| | | | |
|-----------------------|--|---------------------------|---|
| Jennifer Adams | Digitally signed by Jennifer Adams Date: 2023.08.24 15:03:14 -05'00' | Charlotte Dunworth | Digitally signed by Charlotte Dunworth Date: 2023.08.24 14:24:17 -05'00' |
|-----------------------|--|---------------------------|---|

Jennifer Adams, TDD Director

| | |
|---------------------|--|
| DeRita Mason | Digitally signed by DeRita Mason Date: 2023.08.24 15:51:35 -05'00' |
|---------------------|--|


DeRita Mason, Purchasing Manager

| | |
|---------------------|--|
| Faye Douglas | Digitally signed by Faye Douglas Date: 2023.08.30 09:21:12 -05'00' |
|---------------------|--|

Faye Douglas, OMB Director

| | |
|---------------------|--|
| John Hofstad | Digitally signed by John Hofstad Date: 2023.08.30 12:04:53 -05'00' |
|---------------------|--|

John Hofstad, County Administrator


Robert A. "Trey" Goodwin III, Chairman
September 5, 2023

