

TDb2402	\$11,719
TDgd2402	\$77,031
TDgs2402	\$5,000
1410-548030	



**DFWB: 2023 Winter Campaign
 BrandCottage Media Buying IO**

Description: DFWB Winter Campaign: Google Paid Media Buying 10/2-11/17 2023
Paid Platforms: Google SEM and Google Discovery
IO Date: 8/10/23

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.*

Working dollars and delivered impressions to remain flexible between publisher and line-item/tactic, in order to optimize toward performance goals - site traffic and video views. Facebook rates and impression estimates are based on FB or historical DFWB benchmarks. Google Discover delivery/pricing is dependent on inventory and consumer search behaviors.

TARGET FOCUS: Adults 50+ / beach vacation travelers / competitive conquering
Geo: Primary: Minneapolis, Indianapolis, and Chicago
 Secondary (if needed to fulfill budget based on inventory): Detroit, DC/NoVA, and Nashville

Winter Campaign (Oct 2 - Nov 17, 2023)						
PUBLISHER	CREATIVE UNIT	CAMPAIGN OBJECTIVE	PLANNED IMPRESSIONS/CLICKS	ESTIMATED CPM/CPC*	GROSS MEDIA COST	NET MEDIA COST
Google (BrandCottage)						
Discovery	Discovery Images/Headlines	Site Traffic	12,838,500	\$6.00	\$88,035	\$77,031
SEM	SEM	Site Traffic	1,000 Est. clicks	\$5.00	\$5,714	\$5,000
BrandCottage Google Buying Fee (12.5% of gross)						\$11,719
Total Media					\$93,750	
GEO: Primary: Minneapolis, Indianapolis, and Chicago Secondary (if needed to fulfill budget based on inventory): Detroit, DC/NoVA, and Nashville				* CPM reflective of historical campaign CPMs- fluctuates based on consumer engagement, targeting/geo, and inventory at time of activity;		

DIGITAL MATERIALS & REPORTING

BrandCottage to implement all client-approved creative shared by creative agency.

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



PAYMENT

Advertiser to pay self-serve platforms directly via current invoicing/billing structure set up within each platform as is outlined for paid search, boosted social, promoted Pins. Advertiser is responsible and liable for all payments associated with this Insertion Order, and as a result, Facebook and 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 21st 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**

Charlotte Dunworth Digitally signed by Charlotte Dunworth
Date: 2023.08.10 10:46:11 -05'00'

Signature: Jennifer Adams

Digitally signed by Jennifer Adams
Date: 2023.08.10 10:46:11 -05'00'

Name/Title: TDD Director

Date:

BrandCottage

Signature:

Elaine Cheedle
OBO Patricia Wilson

Name/Title: Elaine Cheedle / Partner, Director of Media Services

Date: 8/10/23

DeRita Mason Digitally signed by DeRita Mason
Date: 2023.08.10 12:12:58 -05'00'
Purchasing Manager

Faye Douglas Digitally signed by Faye Douglas
Date: 2023.08.10 14:44:05 -05'00'
OMB Director

John Hofstad Digitally signed by John Hofstad
Date: 2023.08.10 14:52:22 -05'00'
County Administrator