

Standard Advertising Insertion Order

| Campaign Information                 |                           |
|--------------------------------------|---------------------------|
| Campaign Name                        | Visit Haywood Summer Push |
| IO #                                 | 590759                    |
| IO Date                              | May 16, 2025              |
| Revision #                           | 8                         |
| Bill To                              | Client                    |
| Expedia Business Development Manager | Terrell, Veronica         |
| Email                                | vterrell@expediagroup.com |
| Expedia Account Manager              | Kallo, Jenny              |
| Email                                | jkallo@expediagroup.com   |
| Campaign Instructions                |                           |

| Campaign Overview      |             |           |
|------------------------|-------------|-----------|
| Currency: USD          |             |           |
| Site                   | Impressions | Net Value |
| Vrbo US                | 1,500,735   | 27,000.01 |
| Expedia US             | 401,740     | 12,999.99 |
| Totals (excluding tax) | 1,902,475   | 40,000.00 |

| Advertiser/Agency Contact Information |                                                                                       |
|---------------------------------------|---------------------------------------------------------------------------------------|
| Advertiser                            | Haywood County Tourism Development Authority                                          |
| Address                               | 91 North lakeshore Drive, Suite 2, Lake Junaluska, North Carolina United States 28745 |
| Contact                               | Ruffieux, Corrina                                                                     |
| Email                                 | corrina@visithaywood.com                                                              |
| Phone                                 | 828-944-0761                                                                          |
| Agency                                | N/A                                                                                   |
| Address                               |                                                                                       |
| Contact                               |                                                                                       |
| Email                                 |                                                                                       |
| Phone                                 |                                                                                       |

| Recipient of the Services and Party Responsible for Payment |                                                                                       |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Billing Contact Name                                        | Printz, Hayley                                                                        |
| Billing Entity Name                                         | Haywood County Tourism Development Authority                                          |
| Legal Entity Name                                           | Haywood County Tourism Development Authority                                          |
| VAT/GST ID                                                  |                                                                                       |
| Local Tax ID                                                |                                                                                       |
| Expedia Customer ID #                                       |                                                                                       |
| Address                                                     | 91 North lakeshore Drive, Suite 2, Lake Junaluska, North Carolina United States 28745 |
| Email                                                       | hayley@visithaywood.com                                                               |
| Phone                                                       | 828-944-0761                                                                          |
| Payment Method                                              | Direct Bill                                                                           |
| Billing Terms                                               | Delivery Lifetime Cap (Cash)                                                          |
| Third Party Ad Server                                       |                                                                                       |
| Payment Terms                                               | Due Net 30 Days                                                                       |
| Invoice Note Request                                        |                                                                                       |
| Special Bill Instructions                                   |                                                                                       |
| Additional Emails                                           |                                                                                       |

| Line Item # | Site    | Placement                                                                | Targeting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Size                 | Start Date    | End Date           | Billing Category | Impressions | Units | Gross Rate | Net Rate | Rate Type | Gross Value | Net Value |
|-------------|---------|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------|--------------------|------------------|-------------|-------|------------|----------|-----------|-------------|-----------|
| 001         | Vrbo US | Vrbo.US_EN   Vacation Rental   Search   Native Marquee Card - Mobile App | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 760x428 (Mobile App) | June 23, 2025 | September 19, 2025 | Paid For         | 788,235     | 0     | 17.00      | 17.00    | CPM       | 13,400.00   | 13,400.00 |
| 002         | Vrbo US | Vrbo.US_EN   Vacation Rental   Results   Right 1                         | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 160x600              | June 23, 2025 | September 19, 2025 | Paid For         | 125,000     | 0     | 22.00      | 22.00    | CPM       | 2,750.00    | 2,750.00  |

|     |         |                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |               |                    |          |         |   |       |       |     |          |          |
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| 003 | Vrbo US | Vrbo.US_EN   Vacation Rental<br>  Infosite/Details   Right 1 | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND<br>Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 160x600 | June 23, 2025 | September 19, 2025 | Paid For | 287,500 | 0 | 20.00 | 20.00 | CPM | 5,750.00 | 5,750.00 |
| 004 | Vrbo US | Vrbo.US_EN   Vacation Rental<br>  Infosite/Details   Right 2 | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND<br>Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 160x600 | June 23, 2025 | September 19, 2025 | Paid For | 300,000 | 0 | 17.00 | 17.00 | CPM | 5,100.00 | 5,100.01 |

|     |            |                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |               |                    |          |        |   |       |       |     |          |          |
|-----|------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------------------|----------|--------|---|-------|-------|-----|----------|----------|
| 005 | Expedia US | ExpediaPlus.US_EN   Hotels   Results   Right I                        | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND<br>Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 160x600 | June 23, 2025 | September 19, 2025 | Paid For | 76,923 | 0 | 39.00 | 39.00 | CPM | 3,000.00 | 3,000.00 |
| 006 | Expedia US | ExpediaPlus.US_EN   Hotels   Results   Destination Experience Gallery | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND<br>Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 480x270 | June 23, 2025 | September 19, 2025 | Paid For | 37,736 | 0 | 53.00 | 53.00 | CPM | 2,000.01 | 2,000.00 |

|        |            |                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                      |               |                    |          |         |   |       |       |     |           |           |
|--------|------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------|--------------------|----------|---------|---|-------|-------|-----|-----------|-----------|
| 007    | Expedia US | ExpediaPlus.US_EN   Hotels  <br>Infosite/Details   Right 1                      | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND<br>Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 160x600              | June 23, 2025 | September 19, 2025 | Paid For | 105,263 | 0 | 38.00 | 38.00 | CPM | 3,999.99  | 3,999.99  |
| 008    | Expedia US | ExpediaPlus.US_EN   Home<br>Page   Search   Native<br>Marquee Card - Mobile App | Link-In<br><br>AND<br><br>Frontloaded<br><br>AND<br><br>User Location: IP City is any of: (New Bern, North Carolina, USA;Florence, South Carolina, USA;Greensboro, North Carolina, USA;Wilmington, North Carolina, USA;Jacksonville, Florida, USA;Charleston, South Carolina, USA;Miami, Florida, USA;Orlando, Florida, USA;West Palm Beach, Florida, USA;Greenville, North Carolina, USA;Raleigh, North Carolina, USA;Tampa, Florida, USA;Atlanta, Georgia, USA;Birmingham, Alabama, USA;Alpharetta, Georgia, USA;Myrtle Beach, South Carolina, USA;Pensacola, Florida, USA;Mobile, Alabama, USA;Savannah, Georgia, USA;Durham, North Carolina, USA;High Point, North Carolina, USA;Fort Pierce, Florida, USA;Columbia, South Carolina, USA;Waynesville, North Carolina, USA;Chicago, Illinois, USA;Charlotte, North Carolina, USA) AND<br>Destination City is any of: (Banner Elk, North Carolina, USA;Myrtle Beach, South Carolina, USA;Asheville, North Carolina, USA;Boone, North Carolina, USA;Cherokee, North Carolina, USA;Hendersonville, North Carolina, USA;Sevierville, Tennessee, USA;Gatlinburg, Tennessee, USA;Pigeon Forge, Tennessee, USA;Bryson City, North Carolina, USA;Lake Lure, North Carolina, USA) | 760x428 (Mobile App) | June 23, 2025 | September 19, 2025 | Paid For | 181,818 | 0 | 22.00 | 22.00 | CPM | 4,000.00  | 4,000.00  |
| Total: |            |                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                      |               |                    |          |         |   |       |       |     | 39,999.99 | 40,000.00 |



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 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/>
- 4 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.
- 5 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.
- 6 Subject to 7. below, all Insertion Orders 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 Insertion Order (including these Terms) will be brought solely in Washington Courts, and the parties consent to the jurisdiction of such courts.
- 7 If the Insertion Order is executed in Australia and these Terms constitute a consumer contract or a small business contract under the Australian Consumer Law, then all Insertion Orders will be governed by the laws of the State of New South Wales, Australia, and Expedia Group Media Solutions and Advertiser agree that any claims, legal proceedings, or litigation arising in connection with the Insertion Order (including these Terms) will be brought solely in New South Wales Courts, and the parties consent to the jurisdiction of such courts.
- 8 All Insertion Orders 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 Insertion Order (including these Terms) will be brought solely in English Courts, and the parties consent to the jurisdiction of such courts.
- 9 A signed insertion order secures your impressions on a first come, first served basis. Actual availability is subject to change.
- 10 Complete technical specifications are available on request.
- 11 Emails are sold by quantity sent, not by impressions.
- 12 All creative units link within the Expedia Marketplace unless otherwise noted.
- 13 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.
- 14 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.
- 15 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.
- 16 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.
- 17 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.
- 18 Where the Insertion Order is executed with a recipient of the services that is not registered for Value Added Tax ("VAT") or Good and Services Tax ("GST"), if applicable, in the country where it is purchasing the service, the Publisher may charge VAT or GST on the services provided.
- 19 **Payment Method Definition**  
a. Direct Bill: Campaign billed directly to Customer based upon the subsequent Billing Term selected. Please see below for Billing Term details.  
b. Marketing Fund: Campaign billed monthly based on delivered impressions from Expedia Google Ad Manager (GAM) Ad Server. The monthly delivered amounts will be deducted from the Customer's Marketing Fund account. Customer will not receive any invoice for the campaign.  
c. 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.
- 20 **Billing Term Definition**  
a. Delivery Lifetime Cap - Customer to be billed monthly based on delivered impressions from Expedia Google Ad Manager (GAM) Ad Server or based on delivered impressions from 3rd party Ad Server system. Customer must provide access to the 3rd 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.  
b. Bill at Campaign Start: Customer to be billed for the full IO net value in the first month of the campaign, based upon the campaign start date. Delivery will not impact invoice amounts.  
c. Immediate at Contracted - Customer to be billed for the full IO net value upon mutual sign-off of the campaign, based upon contract signed date. Delivery will not impact invoice amounts.  
d. Bill at Campaign End- 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.  
e. Special Bill - Billing terms that do not fall under other available bill terms. IO require additional approval levels.  
All ads served from Expedia Google Ad Manager (GAM) are based upon Pacific Timezone (PT).
- 21 If the Insertion Order includes a Promotional OneKey Cash Campaign or any other promotional OneKey product offering, then the Promotional OneKey Cash terms and conditions, located at <https://advertising.expedia.com/tools/termsconditions/> shall apply.

Customer

  
Corrina Ruffieux (May 16, 2025 16:35 EDT)

By (Signature)

Corrina Ruffieux

Name (Print)

Executive Director

Title

May 16, 2025

Date

Expedia Group Media Solutions

  
Kuoling Yeh (May 16, 2025 16:35 EDT)

By (Signature)

Kuoling Yeh

Name (Print)

Senior Advertising Revenue Analyst

Title

May 16, 2025

Date