

Peak Targeting Insertion Order

Date:	
Campaign:	
Total IO Amount:	\$
IO Number:	
Publisher Information	
Name:	
Phone:	
Email:	



Contact Information	
Contact Name:	
Phone:	
Email:	
Bill To	
Media Company Name:	
Phone:	
Address to send Invoice:	

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Insertion Order Details:

Placement	Contracted Site	Ad Size(s)	URL	Targeting	Start Date	End Date	CPM	Contracted Impressions	Contracted Spend
							\$		\$
							\$		\$
							\$		\$
							\$		\$
							\$		\$
							\$		\$
							TOTAL:		

Special Instructions:

Each party warrants to the other that, during the term of this Agreement, it shall comply with all applicable laws and regulations (including but not limited to laws governing privacy, and data protection), and with the Self-Regulatory Principles Governing Online Preference Marketing promulgated by the rules set forth by the IAB/AAA Terms & Conditions Version 3.0. (Copy available upon request). © 2010 - 11 - 4A's/IAB Standard Terms and Conditions Version 3. The Parties each recognize that the other's Confidential Information constitutes highly valuable information. The Parties agree that they: (i) will keep confidential the other's Information; (ii) to agree to be bound by the confidentiality obligations of this agreement or mutual NDA. This Agreement is effective upon execution by both parties until the end of the Campaign. Purchaser agrees to pay all CPM costs on net 30 day terms; further agrees to provide monthly and end of campaign reporting either via DMP or Ad Network, at the end of each month as well as end of the campaign on the total number of impressions served against the Data provided by Peak Targeting. Budget Subject to change.

By signing below, Media Company represents that it has reviewed, and agrees to be bound by, this Insertion Order and the terms of IAB 3.0 terms and conditions.

Peak Targeting Authorized Signature:	Media Company Authorized Signature:
Printed Name:	Printed Name:
Title:	Title:
Date:	Date: