



ARIADNA LLC
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 TIN 20-2992636

INVOICE N° 30003

CLIENT	VISIT ORLANDO	
ADDRESS	6277 SEA HARBOR DRIVE, SUITE 400	
CITY	ORLANDO	
PHONE	407-363-5833	
MAIN CLIENT	VISIT ORLANDO	
PURCHASE ORDER No.		
CAMPAIGN	ORLIN0AF0010	DYNAMIC ADS 2020

DATE: March 23, 2020
DUE DATE: May 07, 2020
BUDGET: 010027/2020

QUANTITY	DESCRIPTION	UNIT COST	AMOUNT (USD)
2	VO_BR_Dynamic Ads_Production_H1_2020 for FEBRUARY AND MARCH - Team involved: Designer and Developer. Ariadna to set up the platform in order to create more than 600 different combinations. Ariadna will match each set of creatives to audiences data coming from Adserver. Type of ads: Static ads to be used on the display campaign. - Material to be provided by Visit Orlando: banners in editable files (in all different sizes), copies (CTA and headers), as well as images, background colors (pantones) and fonts. - Implementation: 3 weeks to fully implement the campaign; however, Ariadna can partially implement campaign after 1 week of approval. - Optimization: ads to be updated on monthly basis. - Reporting: the top 6 combinations of ads will be reported once a month. - Variables: Header, CTA, background of CTA, logo, images, background of header. Visit Orlando can have up to 10 copies (header/ CTA's) for each target (target A & B) - Timing of campaign: February to June (5 months) - Monthly	8,200.00	6,200.00
		TOTAL USD	6,200.00

(SIX THOUSAND TWO HUNDRED AND 00/100 U\$S)

BY CHECK
ARIADNA LLC
 703 WATERFORD WAY STE 530
 MIAMI FLORIDA 33126

ARIADNA LLC
 ACCOUNT NO. 898090108412
 BANK OF AMERICA
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 UNITED STATES OF AMERICA
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