

**FLATIRON RESOURCES – INSERTION ORDER FOR ADVERTISER**

➔ This Insertion Order (the "Insertion Order") dated \_\_\_\_\_ ("Effective Date") by and between Flatiron Resources, LLC and \_\_\_\_\_ ("Advertiser"), and is subject to the terms and conditions of the Interactive Advertising Bureau (IAB) Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 ("Terms") accessible via the URL: <http://www.iab.net>, as amended herein. For valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Parties agree as follows:

Advertiser Information		Flatiron Resources Information		
<b>Address:</b>		<b>Address:</b>	27 N. Wacker Dr. Suite 160 Chicago, IL 60606	
<b>Contact:</b>		<b>Contact:</b>	Scot Begovich	
<b>Telephone:</b>		<b>Telephone:</b>	(312) 242-3790	
<b>Email:</b>		<b>Email:</b>	scot.begovich@flatironresources.com	
Campaign Requirements				
Campaign Description	Approximate Campaign Flight Dates	Ad Sizes/Creative	Placement	Estimated Monthly Budget Allocation
Powersports Conquest Campaign	Begins on Effective Date, Until Canceled	Standard IAB Sizes	Dynamic	See "Fee and Payment Type" below
Fee and Payment Type				
Please check your selected investment level in the Program:				
_____ <b>Platinum</b> (\$5,000/mo.)	_____ <b>Gold</b> (\$3,500/mo.)	_____ <b>Silver</b> (\$2,500/mo.)		
_____ <b>Bronze</b> (\$2,000/mo.)	_____ <b>Copper</b> (\$1,200/mo.)	_____ <b>Other</b> (\$1,200/mo. minimum)		
Additional Pricing Information (if applicable)				
Campaigns may be eligible for Co-Op support from the Advertiser's OEM. Flatiron will provide any necessary documentation for Advertiser's co-op eligibility and manage campaign to ensure eligibility where possible. Advertiser is responsible for full payment and shall be reimbursed directly by their OEM for co-op. Invoices shall be issued on the first business day of the month and due by the last day of the month. Advertiser may pause or cancel participation at least 10 business days prior to the beginning of a campaign month.				
Additional Campaign, Advertising Information, and Amended Terms				
<b>Amended Terms:</b>				
1. Section XI (Limitation of Liability) of the Terms is hereby deleted in its entirety and replaced with: IN NO EVENT WILL EITHER PARTY BE LIABLE FOR ANY CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION AND THE LIKE, INCURRED BY THE OTHER PARTY ARISING OUT OF THESE TERMS, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WITHOUT LIMITING THE FOREGOING, EXCLUDING CLAIMS FOR (A) VIOLATION OF APPLICABLE LAWS OR (B) A PARTY'S INDEMNIFICATION OBLIGATIONS RELATING TO INTELLECTUAL PROPERTY INFRINGEMENT, EACH PARTY'S TOTAL AGGREGATE LIABILITY UNDER THESE TERMS SHALL NOT EXCEED THE AMOUNT PAID BY CLIENT TO FLATIRON RESOURCES UNDER THIS AGREEMENT FOR THE PARTICULAR SERVICES WHICH ARE THE SUBJECT OF THE ALLEGED BREACH DURING THE TWELVE MONTH PERIOD PRECEDING THE ALLEGED BREACH.				
Insertion Order Terms:				
In the event of any conflict between the terms of this Insertion Order and the Terms, the terms of this Insertion Order shall generally control. This Insertion Order may not be modified unless made in writing and agreed upon by both Parties.				

IN WITNESS WHEREOF, the Parties hereto have caused this Insertion Order to be executed as of the first date written above.

➔ **Advertiser:** \_\_\_\_\_ **Flatiron Resources, LLC**

**Signature:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Name:** \_\_\_\_\_

**PLEASE EMAIL SIGNED INSERTION ORDER TO: [info@flatironresources.com](mailto:info@flatironresources.com)**