

Dynamic TV/Video Ad Pricing Schedule

Software Description

Hoot Monitor is a Software Service for integrating inventory data with TV/Video Ads. Hoot Monitor's integration delivers dynamically updated TV Ads that can run as Online Video Ads, Linear TV Ads, or as OTT/CTV Ads through any DSP, including Amazon.

Pricing

Fees will be charged as described in the tables below. Each line item is per Ad Template.

Dynamic Video Ads		
<i>One-time Setup Fees:</i>	Ad Template Creation	Included
	Ad Template Design Change	\$50
<i>Monthly Impression Fees:</i>	Minimum of \$250 per Template (≈ 72.5M Impressions)	\$3.50 CPM

Payment Terms

Each billing period's fees will be invoiced at the beginning of following month. Invoice payments are due upon receipt. We do not prorate fees for partial months.

Training & Support

Training for new users and ongoing support is included in the cost of the service. Training is provided via remote web conferencing. Support is available via email between the hours of 8am and 5pm Central time.

Customer (CUSTOMER) Pricing Acknowledgment:

(Signature)

(Name typed or printed)

(Title)

(Date)

Getting Started with Hoot Monitor

Follow the steps below to setup your new agency account on Hoot Monitor.

<i>STEP 1</i>	Sign and return this software service proposal to acknowledge that you understand the fees that will be charged.
<i>STEP 2</i>	Create your new agency account at https://www.hootinteractive.net/register
<i>STEP 3</i>	Speak with your rep to activate your agency account, schedule an onboarding call, and add the new advertisers you would like to setup during your onboarding call with the Hoot support team.

We look forward to working with you!