

EXHIBIT “A” – FORM OF INSERTION ORDER

HOST SITE: Host Provider’s website located at the following url: <https://rvtoolbox.com>

HOST FACEBOOK COMMUNITY: <https://facebook.com/group/coolrvstuff>

HOST FACEBOOK SIZE AT TIME OF CONTRACT: Over 260,000 members

ADVERTISED SITE: Customer’s website located at the following url: <https://ecoflow.com>

DESCRIPTION OF THE ADVERTISEMENT:

A featured article on rvtoolbox.com for the agreement period which also includes:

- Posted content tagged as an announcement in Cool RV Stuff group (requires admin as the poster).
- A minimum of 2 “fresh” posts per week as needed to meet target reach/visitor impressions, from allowable types and schedule as provided by Impact Media.
- A minimum 2 manual bumps per ad during the week.
- Sponsorship of Guide on RV Toolbox which includes corresponding Guide in Cool RV Stuff group.
- Any or even all of a Guide’s current content can be replaced with sponsored posts’ content.
- Links appear as they normally do in the main feed, but additionally can be found with static titles and organization in group Guides.
- Guide link and mention in bi-weekly welcome post where new members are tagged.
- Multiple techniques to maximize exposure each day, including bumping, reposting, new versions of the posts, indirect promotion of posts with your branding, branded post links in admin posts.
- Post text creation and/or editing to fit group culture.
- Posting under site name if desired.
- Significant cross-post referrals.
- Dedicated moderator.
- Up to 5 posts with your brand presence per Guide category.
- Guide will be mentioned by admins in any post relating to the subject and a link will be provided to the Guide section. This will get you into the most active posts that will be more likely to appear on timelines.
- Q&A post option available with your experts answering the questions. (Uses special FB Q&A tags and notifications).
- Basic insights report (including screen shots) confirming you reach for the period.

Terms:

- Subject to availability.
- No more than 2 of any single ad type* per month. (From selected allowable post types.)
- Exclusive presence in a matched Guide category. If a general category does not directly suit your business, we may be able to create one that will match better.
- Exclusive to industry sector on new posts during contract term.

TERM OF AD PUBLICATIONS: (i) START DATE: June 1, 2021 (ii) END DATE: July 31, 2021

FREQUENCY OF PUBLICATION/TOTAL NUMBER OF PUBLICATIONS ON HOST SITE:

One publication on the website found at <https://rvtoolbox.com> for the duration of the entire agreement period.

ADDITIONAL FACEBOOK GROUP ACCESS PROVIDED WITH AD PLACEMENT:

2 new post placements per full week in Cool RV Stuff Facebook group, to include the services and features described above in description of advertisement, and below in the special instructions.

FEE: \$250 per week for 8 consecutive weeks, \$2000 in total, to be paid as invoiced.

SPECIAL INSTRUCTIONS (as applicable):

We will provide a conditional guarantee of total combined impressions of 150,000 site visitors and Facebook group post reach.

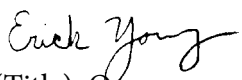
If a reach goal is not achieved, we will credit a prorated amount toward your next placement or extend your placement period until promised reach is achieved – chosen at the sole discretion of Impact Media. Confirmation of reach will be the reach insight tools provided to us by Facebook and/or Google Analytics. Applies to any post that includes branding, not a post with a specific marketing goal.

The parties hereto agree to the terms set forth in this Insertion Order as evidenced by their signatures, below. This Insertion Order may be executed in counterparts.

EcoFlow Tech

By: _____
Its (Title): _____
Print Name: _____
Date: _____

Impact Media

By: 
Its (Title): Owner
Print Name: Erick M Young
Date: May 12th, 2021