

INSERTION ORDER

| | | |
|------------------------------|-------------------------------|-------------------------------------|
| Buyer Media Contact: | Buyer Billing Contact: | Media Company Contact: |
| Name: Som Seng | Name: | Name: Rich Dent |
| Title: Marketing | Title: | Title: VP Product Solutions |
| Company: UMass Online | Company: UMass Online | Company: HigherEducation |
| Address: 1 Beacon St. | Address: | Address: 801 Congress Ave Suite 400 |
| City: Boston | City: | City: Houston |
| State: MA | State: | State: TX |
| Zip: 02108 | Zip: | Zip: 77002 |
| Phone: 978.979.0901 | Phone: | Phone Number: 410.227.7136 |
| Email: sseng@umassonline.net | Email: | Email: rdent@highereducation.com |

Lead Generation: Exclusive Link Out Campaign for UMass Online

Programs:

| Program |
|--|
| Associate of Science in Information Technology |
| Associate of Science in Management |
| Bachelor of Arts in English |
| Bachelor of Arts in Psychology |
| Bachelor of Liberal Arts |
| Bachelor of Science in Business Administration |
| Bachelor of Science in Criminal Justice |
| Bachelor of Science in Information Technology |
| Bachelor of Science in Information Technology -- Second Degree |
| Master of Science in Engineering Management |
| Master of Science in Health Informatics and Management |

CPL Cost: \$100

Targeting: MA only

Reporting

- Conversions – UMass Online form submissions provided to Higher Education on a weekly basis
- Enrollment/Application status to be provided by UMass Online on a monthly basis

Timing

- Estimated launch April 17th

Total Cost

- April \$5,000
- May \$5,000
- June \$5,000

*Buyer reserves the right to change lead caps by email notification.

*Buyer reserves the right to add programs by email notification.



Buyer Signature

4.17.19
Date

DocuSigned by:

Rich Dent
Media Company Signature

4/17/2019
Date

Client Initial 
Company Initial 