

## PROMOTIONAL PRODUCT OFFERING SUPPLEMENTAL AGREEMENT

This Supplemental Agreement, when incorporated into an insertion order ('IO'), represents various Promotional Product Offerings that may be offered by Publisher to the Advertiser in support of the Advertiser's campaign. Any Promotional Product Offering is offered at the discretion of Publisher, and only as provided in the governing IO and subject to the additional terms and conditions set forth below.

- Type of Promotional Products Offerings will run during the specified date range as outlined within the governing IO. Dates and availability are subject to change. Publisher will make reasonable efforts to notify partners of changes to timing, category, or offers within 3 business days.
- Approximate promotional value depicted within the signed IO is used for illustrative purposes only.
- In the event a promotional product is cancelled or otherwise unable to be executed within the specified timeframe, Publisher will provide a make-good offer consistent with section "VI. MAKEGOODS" of the IAB Standard Terms and conditions located here: <https://partner.expediagroup.com/en-us/partner-support/website-terms-of-use>.
- Terms and Conditions governing a Promotional Product Offering are set by Publisher and subject to change.
- Participation by Advertiser in the Promotional Product Offering is completely voluntary.
- Coupons are sold with an estimated spend and redemption timeframe listed, whichever occurs first. Estimated coupon spend is not guaranteed and subject to actual redemptions.
- Decisions relating to the design, specification and launch of a Promotional Product Offering are at the discretion of the Publisher.
- This Supplemental Agreement may not fully cover sponsorships and other arrangements involving content association or integration, and/or special production, but may be used as the basis for the media components of such contracts.
- All terms and definitions from the governing IO are incorporated herein.

### EXAMPLE PROMOTIONAL PRODUCTS OFFERED (including but not limited to):

Category	Offer
Email	Destination of the Week Editorial Newsletter Dedicated email with Coupon or Expedia Rewards points Live Intent Merch Banner
Social	Story (video or image) Post (video or image) Content Amplification
Content	Editorial Blog Post
Coupon	Percent or Amount Off
Rewards	Rewards
On Site	Merch Deal Tab
Brand	Merchandising Sponsorship