

### AFFILIATE INSERTION ORDER

This Affiliate Insertion Order (“IO”) is entered into by and between health insurance services (The “Purchaser”) and the “Provider” as outlined in the Affiliate Service Agreement. By signing below, the Provider agrees to all the terms contained herein and to all the terms contained in the more comprehensive Affiliate Service Agreement provided herewith.

#### 3 Health Insurance Services Lnc (Purchaser)

Name: Health Insurance Services Inc	
Address: 5640 W Maple Rd Ste 304, West Bloomfield, MI, 48322	
Contact: Catherine Fuselier	
Contact Email: <a href="mailto:catherine@healthinsuranceservices.com">catherine@healthinsuranceservices.com</a>	
Contact IM or Skype live: .cid.35e071afbe9521fc	

#### COMPANY INFORMATION (Provider)

Name: Leads to Insure LLC	
Address: 0 N Gould St, Ste R, Sheridan, WY 82801	
Main Contact: 7073290809	Billing Contact:
Contact Email: neilspencer017@gmail.com	Billing Contact Email:
Contact Phone: 7745657355	Billing Contact Phone:
Contact IM or Skype: live:.cid.8e77d3131ee0e83a	Other:

#### Campaign Details – “Services” - All campaign details may be adjusted by email or other written communications.

Campaign Name - Description: ACA CPL \$30/240	
Campaign Start Date:	Campaign End Date: TBD
Payment Due Date - Terms: Weekly – net 14	
Lead Cap: 100	Call Concurrency Cap: 10

Transfer Days and Hours: Monday through Friday, 9:30am-7:00pm EST
Transfer Phone Number: will be provided
Lead Delivery Method: Transfers
State or Geo limitations: USA: AZ, FL, GA, IA LA, MI, MO, MS, OH, OK, SC, TN, TX,
Scripting and/or qualification requirements: Must be compliant with the following to be billable: No incentivized traffic. Must reach 180 second buffer to be billable
Additional Instructions: Thershold for payment is 350\$

This Affiliate Insertion Order (“IO”), which are expressly incorporated by reference herein (collectively, the “Terms”), constitute a legally binding and enforceable Agreement between Health Insurance services and the Provider as set forth above. This IO supplements and does not replace any other existing campaign between the parties. By executing this IO, Provider affirms that it fully understands and accepts all applicable terms, policies, and conditions of this IO.

Publisher will provide marketing services for the campaigns listed in one or more mutually agreed insertion orders (each, an “IO” or “Insertion Order”). Each Insertion order will specify the detailed campaign criteria, qualification, and conversion criteria, including pricing, budgeting, concurrency caps, and conversion expectations. We may, in its reasonable discretion, reject any leads that do not meet the qualification criteria or are not creating an acceptable conversion yield. Leads meeting the qualification criteria and accepted by We considered “Qualified Leads.” All Lead Data will comply with Exhibit A, and must come from a United States IP address, and any leads submitted from a non-U.S. IP address will be automatically disqualified.

### **Live Transfers**

#### **1. Incentivized Traffic**



1. Calls originated through the promise of gift cards or of sort will be rejected.
2. Calls generated by offering electronics are not permissible.
3. Offering vacation packages or travel incentives for calls is unacceptable.
4. Calls motivated by direct cash incentives will be automatically rejected.

#### **2. Coached Customers**

1. Calls featuring customers who have been coached or guided on how to respond or what to say, especially in exchange for something of monetary value, will be rejected.

#### **3. Scam Calls**

1. Any call found to be deceitful or a false inquiry into products and services will be immediately rejected

<b>Health Insurance services</b>	<b>Provider:</b>
Signature: 	Signature: 
Printed Name: Catherine Fuselier	Printed Name: Neil Spencer
Title: Affiliate Manager	Title: CEO
Date Signed:	Date Signed: 11/19/2024