

**INSERTION ORDER**

Order Insertion Code : MP 14  
Date of Order : July 2023  
Company Name : The Place Brand Observer  
Direction : Ragazerstrasse 35a, 7320 Sargans, Switzerland  
Media : PLACE BRAND OBSERVER  
Contact Name : Dr Florian Kaefer  
E-Mail : [florian@placebrandobserver.com](mailto:florian@placebrandobserver.com)  
  
Client : **PROMPERÚ**  
Contact : Andrea Untiveros  
Address : Calle Uno N° 50. Edificio MINCETUR. Piso 13.  
Urb. Córpac. Lima 27. Perú  
Telephone Number : (51-1) 616 7300

**CAMPAIGN: "PLACE BRAND LEADERS 2023"**

START DATE	CLOSING DATE	MEDIA	COVERAGE	ITEM	FORMAT	TYPE OF PURCHASE	KPI	TOTAL NET AMOUNT (*)
According to media plan		Place Brand Observer	Worldwide	Edición 2023	Doble página editorial	Costo Fijo	127.200 impressions	1,782.60 €
<b>TOTAL NET AMOUNT: (*)</b>								<b>1,782.60 €</b>

U.S. Dollar	U.S \$	( )
Soles	S/.	( )
Libras	£	( )
Euros	€	( x )

**Observaciones:**

- \*The service will be paid when completed and once the evidence is received. If there are several publications included in the media Plan, they will be paid monthly against each publication.
- \*PROMPERÚ does not give advance payments.
- \*Payments are made in U.S. dollars (USA - Latam), Euros or GBP (Europe) or Soles (Peruvian currency).
- \*The Service Order is a contractual document.**
- \*This Insertion Order does not authorize the publication of advertisement, it's purpose is to book a space.**
- \*Every material requires PROMPERÚ's approval before printing.**
- \*Send 3 copies of the publications as evidence, attached to the Service Order.
- \*For any query about the insertions, please contact the Media Management Department (51-1) 616 7300 anexo 1214.
- \*Contact Person: Andrea Untiveros.
- \*Send the invoice to Finance Department Specialist, attached to a copy of the Service Order.
- \*The invoice must include the Service Order number.
- \*For any query about billing and payments, please contact Silvia Merino at (51-1) 616 7300 extension 1420.

**Payment Instructions**

Bank Name	TransferWise Europe SA
Bank Address	Avenue Louise 54, Room S52, Brussels 1050 Belgium
Account Number	0414 4216
Account Name	The Place Brand Observer
SWIFT Code	TRWIBEB1XXX
IBAN or ABA	BE72 9671 0414 4216
Authorized person	Dr Florian Kaefer

Bill to: See information in the Service Order

Billing address: Calle Uno N° 050 Edificio Mincetur Piso 14  
Urb. Córpac, Lima 27 (San Isidro) - Perú

Promperú Authorization

Media Agency

Contact at Media

Tel. (51-1) 616 7300



*Florian Käfer*