



## Purchase Order

Purchase Order Date	PO/Reference No.	Revision No.
<b>Nov 11, 2025</b>	<b>AB1093569</b>	<b>0</b>

### Sales Tax Exemption

Texas A&M University is exempt from state and municipal sales taxes under Chapter 20 Title 122A, revised Civil Statutes of Texas, for all purchases made for the exclusive use of Texas A&M.

The laws of the State of Texas shall govern this Purchase Order.

Member of the Texas A&M University System.

**Contact instructions for questions regarding this Purchase Order:**  
 If Buyer Contact information is listed below, please contact the Buyer.  
 If not, please contact the Customer.

**Buyer Contact:**

Buyer	Buyer Email	Buyer Phone Number
sww - Wolfe, Wes	swolfe3@tamu.edu	979.845.2014

**Customer Contact:**

Name:	Sherry Zimmerman-Bittle
Email:	SHERRYBITTLE13@LAW.TAMU.EDU
Phone:	+1 817-212-4081

### Order acceptance instructions:

**For Order Acceptance Instructions and other Terms and Conditions applicable to this PO, see the "Notes to Supplier" section below.**

Supplier Information		Delivery Information	
Supplier Name	HYBRID NEWS LIMITED	<b>Delivery Address</b>	
Address	46-48 QUEEN CHARLOTTE ST BRISTOL BS1 4HX, United Kingdom	TAMUS Member:	02-Texas A&M University (02)
FOB / FREIGHT	Destination	Attn:	Graduate Programs
Pre-Pay & Add	Yes	Texas A&M University School of Law	
Payment Terms	0, Net 30	1515 Commerce St.	
Contract Number - Header	<i>no value</i>	Fort Worth, TX 76102	
Contract Number - Line	<i>no value</i>	United States	
Quote number		<b>Delivery Information</b>	
		Required Delivery Date	
		Ship Via	Best Carrier-Best Way

### Notes to Supplier

#### Shipping Instructions

Attachments for supplier

Hybrid Media - Re...

#### PO Clauses

Header	Code	Description	Text
	001	No Collect Freight Charges Accepted	Neither COD nor "Collect" freight or handling charges will be accepted.
	100	Order Acceptance Instructions - TAMU	Vendor guarantees that the products delivered, or the services performed, as a result of this Purchase Order will meet or exceed all specifications herein. Any exceptions to the pricing or the description contained herein must be approved by Texas A&M's Department of Procurement Services in writing prior to shipping or performance. This Purchase Order is governed by the laws of the State of Texas and Texas A&M's Terms & Conditions (the version that is effective as of the Purchase Order Date or the Revision Date specified above, whichever is later), which are incorporated into and made a material part of any Purchase Order issued by Texas A&M.
	102	Terms & Conditions - TAMU	Terms & Conditions - Texas A&M University -This purchase order is issued on behalf of Texas A&M University and is governed by the Terms & Conditions found online: <a href="https://purchasing.tamu.edu/_media/TAMU.BID.TERMS.WEB.20250321.pdf">https://purchasing.tamu.edu/_media/TAMU.BID.TERMS.WEB.20250321.pdf</a>
	245	Prepay & Add	Shipping and Handling is not to exceed \$100. If greater than \$100 obtain approval from customer contact listed on the purchase order."

Line No.	Product Description	Catalog No.	Size / Packaging	Unit Price	Quantity	Ext. Price
1 of 1	StudyCollege is a creative research and marketing agency focused on enrollment growth in higher education.	na	EA	100,000.00 USD	1 EA	100,000.00 USD
<b>Total</b>						<b>100,000.00 USD</b>

**Billing Information**

To assure timely payment please e-mail invoices to the email provided in the bill to address. If the invoice is sent via email, please do not send a duplicate copy through the mail. Only if email is not an option then submit invoices to the billing address indicated in the "Billing Address" section. To inquire about electronic invoicing via cXML, CSV or PO flip through the supplier portal, e-mail vendorhelp@tamu.edu.

Invoice must include the PO/Reference number shown above.

**Billing Address**

Texas A&M University-Accounts  
Payable

\*\*\*Do Not Mail Invoices\*\*\*

Email invoices to invoices@tamu.edu  
750 Agronomy Rd Suite 3101  
6000 TAMU  
College Station, TX 77843-6000  
United States

<b>CLIENT:</b>	<b>Texas A&amp;M University School of Law</b>
<b>REPRESENTATIVE:</b>	<b>David Dye</b>
<b>SUPPLIER:</b>	<b>Hybrid Media USA</b>
<b>REPRESENTATIVE:</b>	<b>Jack Spriggs</b>

## CAMPAIGN TERMS:

- Plan, manage and optimize a multi-channel media campaign including;
- X12 Campaign Creative Assets.
- Minimum advertising delivery of 1,530,639 reach, 14,320 clicks, 286 clicks on 'request info' and 143 RFI form fills.
- Support the marketing team in tracking engagements, events and conversions.
- Username and password access to Campaign Hub to monitor campaign progress.
- All design, campaign planning and targeted social media outreach included.
- Campaign Activity duration is 6 months.

<b>NET COST:</b>	<b>\$100,000</b>
<b>LAUNCH DATE:</b>	<b>January 6<sup>th</sup> 2026</b>
<b>PAYMENT:</b>	<b>Invoiced Upon Booking – 30 day Payment terms</b>

## Terms and Conditions

This agreement relates to the provision, by Hybrid Media USA, LLC, of marketing services on behalf of the Client.

1. Hybrid Media USA, LLC agrees to provide the Client with the agreed number of impressions, unique visitors and social engagements as set out above.
2. In order to properly discharge its responsibilities under clause 1 above Hybrid Media USA, LLC will:
  - a. Design and develop a bespoke display advertisement if this is part of the Campaign Terms outlined above;
  - b. Plan and create customized social content for sponsored articles in collaboration with Client;
  - c. Publish and launch advertising and content across Hybrid Media USA, LLC and major social media platforms;
  - d. Promote branded content through native advertising across major social media networks to selected market segments; and
  - e. Provide access to reporting and analytics via the Campaign Hub.
3. The Client hereby acknowledges that by signing this form the Client is entering into a binding contract with Hybrid Media USA, LLC and promises to pay Hybrid Media USA, LLC the above agreed upon amount (Net Cost) for its services, by the above stipulated date(s).
4. All intellectual property rights in or arising out of or in connection with the Campaign Hub shall be owned by Hybrid Media USA, LLC. Hybrid Media USA, LLC grants to the Client a non-exclusive licence during the term of this Agreement to access the Campaign Hub for the purpose of accessing the reporting and analytics services provided to the Client. The Client shall not sub-license, assign or otherwise transfer the rights granted by this clause.
5. Each party agrees to comply with all applicable laws in connection with its processing of personal data in connection with this Agreement. Hybrid Media USA, LLC will process as a controller business contact information of the Client for account administration, support, business development and marketing activities.
6. The undersigned acknowledges that this form and the Standard Contract addendum constitutes the complete terms of the agreement and that by signing this agreement the Client is not relying on any previous or contemporaneous communications made by Hybrid Media USA, LLC and its employees, or agents.
7. The undersigned hereby acknowledges that by signing this form the Client accepts it is now part of the Hybrid Media USA, LLC production process and that resources will be allocated to their campaign. In the event the Client wishes to cancel this Agreement and Hybrid Media USA, LLC agrees it is reasonable to accept such cancellation, the Client promises to pay a cancellation fee of 50% of the Net Cost. Hybrid Media USA, LLC will not accept cancellation in circumstances where they have already incurred production costs.
8. The Supplier agrees not to disclose any confidential information to any third party without the prior consent of the Client.
9. The undersigned acknowledges that by signing this form that he/she is entering into a binding contract with Hybrid Media USA, LLC and promises to pay Hybrid Media USA, LLC the above agreed upon amount in order to carry out the performance of marketing services.
10. In the event the Client fails to pay Hybrid Media USA, LLC according to this Agreement, the Client hereby promises to pay any and all expenses, including legal fees, Hybrid Media USA, LLC incurs in commencing or defending any claim arising out of this Agreement.
11. This agreement shall be governed by and construed in accordance with the laws of Texas, USA and the parties shall be subject to the exclusive jurisdiction of the Texas Courts.

## Signed and authorised by representative

**SIGNATURE:**

**POSITION:**

**DATE:**