

CONTACT INFORMATION

Business: _____ Ad Contact: _____
 Tel: _____ Cell: _____ Email Address: _____
 Billing Address: _____ Street Address: _____
 City: _____ State: _____ Zip: _____ Website: _____

START DATE Start Date _____ **URL LINK** _____

COST

Select Ad Size: Marketplace Box Leaderboard

| Ad Cost | Production Cost | Total Cost |
|------------------------------------|------------------------------|----------------|
| Number of Impressions _____ | Ad Creation Cost \$ _____ | |
| Cost per 1,000 impression \$ _____ | Number of Ads Produced _____ | |
| Ad Cost \$ _____ | Total Creation Cost \$ _____ | Total \$ _____ |

AGREEMENT

Pulse Picks/web cancellations must be made 60 days prior to first scheduled run date. Statements will be mailed out in accordance with the billing plan specified. **TERMS:** Balances are considered past due after 30 days from the billing date. Accounts with past-due balances will be charged an interest rate of 1.5% monthly. Advertisers must notify the Peninsula Pulse of advertisement errors within 15 days of the initial run, after which all claims are void. The Peninsula Pulse reserves the right to cancel this contract for any reason. Cancelled, pre-paid advertising will be held as credit for one year, after which time credit will be void.

ADVERTISER'S SIGNATURE _____ DATE _____ ADVERTISING REPRESENTATIVE _____ DATE _____

AD SIZES

Marketplace (145 x 70 pixels)
\$3 per 1,000
(Minimum of 10,000 impressions)

PRODUCTION

Materials for production are due 1 week prior to run

- Static ad (jpg): \$40
- Animated gif ad: \$90
- Purchase of 100,000 impressions includes four non-animated ad changes

Box (300 x 250 pixels)

- 100,000 impressions: \$17 per 1000 *(includes 4 ad changes)*
- 50,000 - 99,000 impressions: \$18 per 1000 *(includes 2 ad changes)*
- 10,000 - 49,000 impressions: \$19 per 1000

\$50 fee to change ad during run

Leaderboard

- 100,000 impressions: \$17 per 1,000 *(includes 4 ad changes)*
- 50,000 - 99,000 impressions: \$18 per 1,000 *(includes 2 ad changes)*
- 10,000 - 49,000 impressions: \$19 per 1,000

\$50 fee to change ad during run

