

### 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

- (728 x 90 pixels)
- 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*

