

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: 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

Box (300 x 250 pixels)
 Placed within content on doorcountypulse.com
(See ad packages for pricing)

Leaderboard (728 x 90 pixels)
 Placed at the top of doorcountypulse.com
(See ad packages for pricing)



AD PACKAGES - leaderboard & box ads are of equal value

OPTION A

100,000 impressions

Leaderboard (728 x 90 pixels) or **Box** (300 x 250 pixels)

\$1,700.00

(\$17 per 1,000 impressions)

includes 4 ad changes

Ad run - approximately 10 weeks

OPTION B

60,000 impressions

Leaderboard (728 x 90 pixels) or **Box** (300 x 250 pixels)

\$1,080.00

(\$18 per 1,000 impressions)

includes 2 ad changes

Ad run - approximately 6 weeks

OPTION C

20,000 impressions

Leaderboard (728 x 90 pixels) or **Box** (300 x 250 pixels)

\$380.00

(\$19 per 1,000 impressions)

\$50 fee to change ad during run

Ad run - approximately 2 weeks

OPTION D

Pick your number of impressions **Leaderboard** (728 x 90 pixels) or **Box** (300 x 250 pixels)

at least 100,000 impressions: \$17 per 1,000 impressions *(includes 4 ad changes)*

50,000 - 99,000 impressions: \$18 per 1,000 impressions *(includes 2 ad changes)*

10,000 - 49,000 impressions: \$19 per 1,000 impressions *\$50 fee to change ad during run*

Materials for production are due 1 week prior to run

PRODUCTION COST

- Static ad (jpg): \$40
- Animated gif ad: \$90