

Online Advertising Reservation Agreementⁱ

Name of Business: _____

Advertising Agency (if applicable) _____ **Contact:** _____

Account #: _____ **Agency/Payor #:** _____

AE Name _____ **AE Rep #** _____

Billing Address: _____ **Purchase Order #** _____

City/State/Zip: _____

Phone: _____ **Email Address:** _____

Web Address: _____

Monthly Tracking Reports emailed to: _____

Website Advertising

Package: _____ Premium _____ Advanced _____ Basic _____ A la Carte: _____

Sponsorships: _____ Dining _____ Health _____ Sports _____ Entertainment _____ Other _____

Ad Rotation: _____ ROS _____ Targeted Section: _____

Ad Size: _____ Island _____ Leaderboard _____ Skyscraper _____ Other: _____

Guaranteed Impressions: _____ Total Impressions: _____

Additional Notes: _____

Newsletter Advertising

Schedule: _____ Mo _____ Tu _____ We _____ Th _____ Fr _____

Contract Level: _____ 6x _____ 12x _____ 24x _____

Cost per Send: \$ _____ Net Monthly Charge: \$ _____

Additional Notes: _____

Production Information:

Ad Design/Build: _____ Yes _____ No _____ Ad Type: *Standard* _____ *Flash* _____ *Expandable* _____ *Video* _____

Ad Links to: _____ Production Fees: \$ _____

Production Contact Name: _____ Phone: _____ Email: _____

Online Classified Advertising:

Category: _____ Help Wanted _____ Real Estate _____ Automotive _____ Other _____

Classified Display: _____

Web Wrap/Feed URL: _____

Setup Fee: _____ Monthly Fee: _____

Agreement Dates: Start _____ End _____

Monthly Charge: \$ _____ (NET) PER MONTH TOTAL CONTRACT: \$ _____ (NET)

Packet Publications reserves the right to amend the items, conditions, rates, etc. specified in any agreement upon thirty (30) days notice in writing, and, if such revision is not acceptable to the advertiser, the advertiser shall have the right to terminate agreement.

Client Authorization: _____ **Date:** _____

ⁱ White: Billing

Blue: Web Dept

Pink: Sales