



## **Straight Arrow Online Advertising** *Hitting the Mark*



### **Advertising Contract Agreement for Straight Arrow Online Advertising**

This advertising contract is for display ads on the following website:  
[www.roseville-auto-repair.saead.net](http://www.roseville-auto-repair.saead.net) Roseville Auto Repair Services

#### **Terms of the Contract:**

Straight Arrow Enterprises promises to assure the advertiser the website mentioned above remains in the top 30 searches on the Google Search Engine.

Advertising prices mentioned below are based on the website mentioned above remaining in the top 30 searches on the Google Search Engine.

Only three (3) advertisers will be allowed to advertise on the above mentioned site.

#### **Straight Arrow Enterprises offers three (3) types of advertising space on the above mentioned site:**

- 1. Whole Page Ad Space:** Advertiser would be the only advertiser on the page with your information on the whole site. This would also include links to your business website.  
**Cost:** \$250.00 per month plus a \$100.00 set up fee.
- 2. Primary Ad Space:** Advertiser would have one large display ad 313 x 586 pixels or 1.565 x 2.930 inches. This would also include your name on the banner head at the top of the page plus links to your business website.  
**Cost:** \$125.00 per month plus a \$75.00 set up fee.
- 3. Secondary Ad Space:** Advertiser would have one ad space on the right side of the page 246 x 292 pixels. This would also include links to your business website.  
**Cost:** \$75.00 per month plus a \$50.00 set up fee.

**Fee Schedule:** Advertiser would pay the first month fee plus the set up fee upon signing the contract. If signing of the contract occurs between the 1<sup>st</sup> and the 15<sup>th</sup> of the month, the next month payment would be due on the following 15<sup>th</sup> of the month. If signing of the contract occurs between the 16<sup>th</sup> and the 1<sup>st</sup>, the next payment would be due on the following 1<sup>st</sup> of the month. Depending upon when your first monthly fee is due, will determine the time of the month

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each payment thereafter is due, which would either be on the 1<sup>st</sup> or the 15<sup>th</sup> of each month.

**Length of Contract:** The contract length shall be six (6) months.

**Termination of Contract:** If for some reason the website the advertiser is advertising on falls below the top 30 searches or the third (3<sup>rd</sup>) page in the Google search engine, the advertiser may choose to terminate the contract.

**Keyword Phrase:** The keyword phrase for this contract is "Roseville Auto Repair."

**Note:** There are other keywords and phrases that are being used for this website, but the above mentioned keyword phrase is the one being targeted as the primary keyword phrase. This was concluded after doing a keyword analysis and determining that it is the most suitable phrase that produces the most hits for this business.

**Type of Contract:** Please check  the box for the contract you are agreeing to.

Whole Page Ad Space - \$250.00 per month - \$100.00 set up fee.

Primary Ad Space - \$125.00 per month - \$75.00 set up fee.

Secondary Ad Space - \$75.00 per month - \$50.00 set up fee.

I, \_\_\_\_\_

Representing (Company) \_\_\_\_\_

agree to the terms of this contract.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_