



ONLINE ADVERTISING CONTRACT

LagunaBeachBest.com, a division of Armitage, Inc.
Diane Armitage, Founder & President
31561 Table Rock Dr. #411
Laguna Beach, CA. 92651

At LagunaBeachBest.com, we offer THREE options for your greater visibility as follows:

Option #1 (Monthly Ongoing) Ad Size

Please mark the frequency and ad size you wish to purchase:

- LeaderBoard (the top of the page above the blog) (\$150/month)
 - For Home Page rotation, 5 entities only allowed (add \$75/month)
 - For Top 10 inside page rotation, 3 entities only allowed (add \$60/month)
- Rectangular under 1st blog entry (\$125/month)
 - For Home Page rotation, 3 entities only allowed (add \$60/month)
 - For Top 10 inside page placement, 5 entities only allowed (add \$35/month)
- Banner square (\$100/month)
 - For Home Page placement, 6 entities only allowed (add \$50/month)
 - For Top 10 inside page placement, 6 entities only allowed (add \$35/month)

Option #2 (Monthly Ongoing) Text Link

- Resources page text link with street address to LBB entry (\$65/month)
- Resources page text link with street address (\$40/month)

Frequency for Option #1 or Option #2

- Monthly billing for 12 months (you receive 12th month free)
- Monthly billing for 6 months

*Prepayment is required for each month forward. Billing occurs on the 25th of each month.

Option #3

Campaign special on home page to encourage subscribers

A “campaign” provides a very special offer to anyone who subscribes to LagunaBeachBest.com (full day spa, shopping trip, overnight stay, etc.). Value of the offer must be \$250 or more.

Subscribers who sign up with name and email address in that timeframe **will be shared with the campaign provider** at the end of the campaign timeframe in Excel format (this is something you're never going to see in the joint venture world of Internet marketing!)

_____ 30-day campaign investment: \$800 (one time fee)
When coupled with monthly banner advertising contract: \$650

_____ 60-day campaign investment: \$1,400 (one time fee)
When coupled with monthly banner advertising contract: \$1,100

Please complete fully:

Name of Company _____

Website _____

Contact _____ Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Credit Card Information

We want your business with us to be as secure as humanly possible. Therefore, credit card information is NEVER written anywhere on paper – it must be phoned in directly to Diane Armitage, (949) 637-1995.

This information is immediately uploaded to SSL secure, encrypted format. Billing continues automatically each month under this encryption. Monthly service fee of \$4.00 applies.

Note: This is a legally binding contract. In signing this document, the advertiser and agency agree to abide by all of the contract terms and conditions as noted on this document and warrants that the representative executing the contract has the legal authority to create a binding agreement with LagunaBeachBest.com/Armitage, Inc. Armitage, Inc. reserves the right to review and reject any advertisement submitted for publication to the LagunaBeachBest.com website.

CANCELLATION: No cancellation of contracted space will be deemed valid unless received in writing by Armitage, Inc. at least 30 days PRIOR to the monthly billing. Contracts signed 30 days or less prior to the first monthly billing are non-cancelable. Failure to comply with this condition will result in the advertising being billed accordingly.

Name and title of authorizing party: _____

Signature of authorizing party: _____

Signature of authorized LagunaBeachBest.com party: _____

Submitting Your Artwork:

Online banner ads have standard sizes to accommodate horizontal, vertical, rectangular and square advertisement areas. Our standard banner ad sizes are as follows:

Horizontal Leaderboard	728 x 90 pixels
Rectangular Banner under 1 st blog entry on page	468 x 60 pixels
Square Banner for right-hand column	250 x 250 pixels

Where to submit your artwork:

Please submit your completed banner to Ads@LagunaBeachBest.com

We will confirm receipt and have the banner posted in no more than 48 hours.

Files must be in GIF or JPEG format

If you need to have a banner created:

Armitage, Inc. can create one for you (and we do beautiful work!). You must supply an electronic logo and the wording you wish to use.

Charge to create your banner: \$150

This is a one-time fee for creation and one round of edits for a final version

_____ Yes, please create our banner and charge to the credit card provided. We will provide all artwork and content (wording) necessary.

Note: Rates listed on the previous page are for the noted size/shape. If the artwork provided does not meet these standard banner specifications listed in the contract signed by the advertiser, additional charges will apply to make the artwork comply with the contract specifications.

Terms and Conditions

1. Armitage, Inc. reserves the right to review and reject any advertisement submitted for publication to its website.
2. Armitage, Inc. does not guarantee any given level of circulation for any advertisement.
3. Advertisers and their agents assume full liability for all content of advertisements published on its website. The advertiser assumes responsibility for any claims made against Armitage, Inc. or arising there from. Advertisers agree to indemnify, defend and hold Armitage, Inc. harmless from any and all liability of such advertisements.
4. Cancellations, changes or corrections must conform to published deadlines and will not be accepted unless presented in writing and signed by both parties. No cancellation of contracted space will be deemed valid unless received in writing by Armitage Inc. at least 30 days prior to the space closing date. Failure to comply with this condition will result in the advertiser being billed accordingly. Armitage, Inc. will, at its discretion, either repeat a previous advertisement or publish nothing.
5. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with Armitage, Inc. stated policies will be binding on Armitage, Inc.
6. No contract is valid unless is it signed by Armitage's authorized agent on behalf of Armitage, Inc.

(Terms and Conditions continued next page)

7. The advertiser warrants that the representative executing the contract has the legal authority to create a binding agreement with Armitage, Inc.
8. Prepayment is required for all advertisers. Any invoice for Monthly Advertisement that is not paid prior to the first of the month in which advertisement is to commence will not be published on the LagunaBeachBest.com website. Payment terms are net 30 days from date of invoice for Annual Contracts or Semi-Annual Contracts. Any unpaid balance over 30 days on invoices for Annual or Semi-Annual Contracts will be charged an additional 1.5% per month.
9. A service transaction fee of \$4 applies to each monthly payment.
10. Armitage, Inc. reserves the right to change or modify the policies, terms, and rates set forth herein at any time.
11. Armitage, Inc. does not render commissions to advertising agencies.

I have read and agree to the Terms & Conditions of Armitage, Inc./LagunaBeachBest.com

_____ (Initials of authorizing party)

How to submit this completed contract (all 4 pages, please)

You have two options:

- 1.) FAX this entire document to (949) 606-8696, or ...
- 2.) Scan and submit this entire document to Diane@LagunaBeachBest.com

***Thank you for advertising on Laguna Beach's largest online tour directory,
LagaunBeachBest.com!***