

Concept 52 LLC

theAdAuthority.com

378 Gittens Court
De Pere, WI 54115
(920) 634-8597 - ph
(262) 364-2348 - fax

INSERTION ORDER

Date	Insertion #
	Web

Advertiser/Agency

Advertising Details (All pricing is NET):

Program: Lead* Cost per Click Cost Per Thousand Sponsorship

*If Program is Lead, email address Leads to be delivered to: _____

Unit Cost: \$ -	Units Purchased: 0	Insertion Cost: \$ -
Unit Cost: \$ -	Units Purchased: 0	Insertion Cost: \$ -

Term: _____ To _____

Details:

Production Specifications:

Please See Sales Rep's PDF file for creative requirements and recommendations.

Terms and Conditions:

All Advertising is on a Pre-Pay only basis. THERE ARE NO EXCEPTIONS! Concept 52 LLC and theAdAuthority.com reserves the right, at any time and for any reason whatsoever, to decline any advertising copy and to cease further publication of any advertising and shall not be liable in any way therefore, provided that any charges received by Concept 52 LLC and theAdAuthority.com for advertising that is not published shall be refunded.

Concept 52 LLC and theAdAuthority.com will track the impressions and clicks for advertisements and may take any adjustments, in consultation with the Advertiser, for the purpose of achieving the number of impression on which an order is based.

All advertisements are accepted for publication entirely upon the representation that the agency and advertiser are properly and legally authorized to publish the entire contents and subject matter thereof. It is also agreed that any advertising materials provided to, or created by Concept 52 LLC and theAdAuthority.com for the client, has gone through the proper compliance departments and is deemed acceptable and not misleading by all governing bodies.

Definitions: A Lead is defined as a person that provides their name and a valid phone number. Other information may be requested of the individual, but in order to constitute a lead, only those two fields are required to be complete. If the advertiser deems a lead to be "bad", then they must submit that lead back within 30 days for credit. A Cost Per Click is defined as an individual "clicking" on a banner ad and being tallied on theAdAuthority.com's servers. A Cost Per Thousand is defined as the rate that is charged for every 1000 times a web site "calls" on Concept 52 LLC and theAdAuthority.com servers to serve the advertisers ad. All other measurements are to be defined in the "Details" field listed above.

It is understood that, in consideration of the publication of advertising, the advertiser and agency will each fully hold harmless and fully indemnify Concept 52 LLC and FuturesKnowledge.com from and against any and all claims, demands, suites, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by Concept 52 LLC and FuturesKnowledge.com, arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement. **Concept 52 LLC and theAdAuthority.com cancellation policy is 15 days written notice. All unused inventory or dollars will be refunded within 10 business days of the scheduled cancellation date. A \$100 early termination fee will be applied to all canceled campaigns.**

All Orders are subject to the terms and conditions of Concept 52 LLC and theAdAuthority.com then-current rates. Rates and terms are subject to change. Concept 52 LLC and theAdAuthority.com reserves the right to refuse or cancel any order, without cause, and without notice, at any time. Any cancellations must be made in writing with 15 days notice. If rates are discounted for frequency or multiple month purchases and the contract is cancelled before completion, the applicable rate card rate will apply for all months run (known as a "short rate"). All of the above creative must be supplied by the advertiser in order for guaranteed delivery amounts. If all creative forms are not supplied, Concept 52 LLC and theAdAuthority.com can not be held responsible for guarantees not being met.

FOR Concept 52, LLC / theAdAuthority.com

FOR Advertiser:

By: _____
Member Signature Date

By: _____
authorized signature Date

Name: _____

Name: _____

Title: _____

Title: _____