

LSLCA Advertising Contract

Fax or Mail to:
11 Lemans Place
Lake St. Louis, MO 63367
636-494-8562
fax: 636-625-4250

Advertiser Information

Company Advertising: _____

Contact: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-mail: _____

Advertisement Information

Placement 1 ? 2 ? 3 ? Category _____

Start date: _____

Frequency: _____

Rate: _____

Total: _____

Agency Information

Agency: _____

Contact: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-Mail: _____

LSLCA Banner Advertisement Policies

To uphold the quality and reputation of LSLCA, all publishers who apply are reviewed according to these program policies. We also monitor sites after they begin running ads under this program. If a site is found to be in violation of our policies at any time, we will warn the publisher or suspend or terminate the account.

Please note that we may change our policies at any time, and pursuant to our Terms and Conditions it is your responsibility to keep up-to-date with and adhere to the policies posted here.

Account Transferability

LSLCA Banner accounts are not transferable, assignable or resalable in connection with the sale of your site or otherwise. For example, when a site changes ownership or management, the prior owner or manager must cancel the LSLCA account for the site, and the new owner or manager may sign up for a new LSLCA account in his or her name.

Ad Placement

- ?? Multiple ad units may be displayed on each Web site page, but no ad unit shall contain any advertisement in common with any other ad unit.
- ?? Ads must not be displayed on any domain parking websites, pop-ups, pop-unders, error, registration, or "thank you" pages, or in any email.
- ?? Ads may not be placed on pages published specifically for the purpose of showing ads, whether or not the page content is relevant.

Copyrighted Material

In order to avoid associations with copyright claims, website publishers may not show ads in areas such as MP3, Video, News Groups, and Image Results. However, ads can be displayed on pages with links to these items.

Dialers

Your ad must not require or prompt an end user to download a dialer in order to view content of the site.

Personal Pages

In general, we do not accept personal pages or chat sites into the LSLCA program. However, if a site contains targeted, text-based content and/or provides a product or service, we may consider it for participation. Ads shall not be placed on personal pages or chat sites without LSLCA prior written consent.

Prohibited/Fraudulent Clicks

Any method that artificially and/or fraudulently generates clicks is strictly prohibited. These prohibited methods include but are not limited to: repeated manual clicks, using robots, automated clicking tools, or other deceptive software. Please note that clicking on your own ads for any reason is prohibited, to avoid potential inflation of advertiser costs.

Ads and Linked Websites - Site may not include:

- ?? Excessive profanity
- ?? Hate, violence, racial intolerance, or advocate against any individual, group, or organization
- ?? Hacking/cracking content
- ?? Illicit drugs and drug paraphernalia
- ?? Pornography, adult, or mature content
- ?? Gambling or casino-related content
- ?? Excessive advertising
- ?? Pop-ups, pop-unders or exit windows that interfere with site navigation, obscure ads, change user preferences, or are for downloads. Other types of pop-ups, pop-unders, or exit windows may be allowed, provided that they do not exceed a combined total of 5 per user session
- ?? Deceptive or manipulative content or construction to improve your site's search engine ranking, e.g., your site's PageRank

Ad Functionality

Your ad must not contain broken links and must be launched, functioning, and easily navigable.

Ad Cancellations

We reserve the right to not allow a company banner advertisement for any reason. Since our network serves a general audience, all ads must be rated for a general audience. All sites will be reviewed for compliance before a banner campaign is started and may be reviewed periodically while a banner campaign is in progress.

We can not offer refunds, in whole or in part, for any reason, even if your banner campaign is cancelled prematurely at your request. If you need to temporarily stop your banner campaign for any reason, you may request that we remove your advertisement from our rotation, which will effectively place your banner campaign on hold. Please allow up to 24 hours for us to process these requests.

To permanently cancel your banner campaign, you will need to send a written notice Mary Kay Sheet and Steve Probst your request and allow 24 hours for us to process the request.

Upon signing this agreement and full sponsorship payment we will provide you with all the specific ad information you will need to create and submit your ads.

Among other information, you will receive the Creative Spec for all ad placements you purchase. The Creative Spec will contain specific requirements such as: ad dimensions, maximum ad file size, file types allowed, and submission deadlines.

**Please specify if the agency or the company advertising should be billed._____*

I have read the copy and, by my signature, agree to advertise with (DomainName.com) as indicated. By signing this contract, I consent that I am an authorized signatory for my company.

Signature: _____ Date: _____

Note: Contract must be received before ad placement.
