

CURRENT ONLINE ADVERTISING RATES

Advertising on Bplans.com and Mplans.com is a simple and cost-effective way to promote your business online. Our in-site advertising program can be very flexible, based on your specific needs, budget and marketing objectives. If you are trying to reach small to mid-sized businesses and entrepreneurs, an advertising campaign on Bplans.com and/or Mplans.com will help you reach your target market quickly and effectively.

We have two forms of advertising available on our websites:

Sidebar Ads (160 x 80):

- Ads display on all major sections of website
- \$10 CPM, add \$5 for image based ads
- Minimum of 1000 daily impressions

Inline Ads (300 x 250):

- Ads display on all article pages in website.
- \$15 CPM
- Minimum of 1000 daily impressions

Banner Specs: All banners must be less than 15kb. Formats accepted include:

- GIF images (.gif)
- PNG Images (.png)
- JPEG Images (.jpg, .jpeg)
- Flash Banners (.swf) w/ back-up GIF image
- Text Links

Newsletter Advertising:

- Flat rate of \$1,500 per newsletter (60,000+ subscribers).
- Text Format: 100 words or less. No automatic hypertext links.
- HTML: 100 words or less. Image no larger than 200x100 pixels.
- All advertising bookings are subject to availability at time of booking.

Cancellations: Advertising booked may be cancelled without penalty if the cancellation is made with at least 10 working days written notice.

Material: All advertising material submitted to Palo Alto Software, Inc. (PAS), owner of Bplans.com and Mplans.com, must conform to our advertising specifications:

- A maximum of six (6) pieces of creative may run on a running advertising campaign. One piece of creative consists of one inline box or skyscraper and its linking URL.
- Advertisers should allow five (5) working days for Palo Alto Software to change, add or update existing material.
- The advertiser, by submitting or authorizing submission of material for publication, indemnifies the publisher from and against any proceedings, demands, costs, expenses, damages, penalties, judgments and liabilities of any nature taken, made, or awarded against or incurred by the publisher arising out of or in connection with the advertisement, and warrants and declares that nothing in the advertisement infringes the rights of any person or is in breach of the provisions of any statutes, and its acceptance, use or publication will not give rise to any claims against or liabilities for the publisher.
- All advertisements will be reviewed by PAS and are subject to approval by PAS before placement on-site. PAS reserves the right to refuse any advertisement, insertion order, graphic, text description or URL considered unsuitable for publication, at its sole discretion.
- Advertisements cannot mislead the user. For example, PAS will not accept advertisements that look or act like Windows dialog boxes or error messages.
- Advertisements cannot contain pictures or images of minors or those who appear to be minors, or words describing individuals as such.
- PAS does not advertise tobacco products, gambling, nor materials, products and services related to pornography.

Billing: Payment is due at the beginning of each month for the following month's requested impressions.

General:

- Any URLs referenced from within the HTML must be active.
- Browser back button may not be disabled.
- Interactive advertisements must be user initiated. Interactive ads cannot exceed the ad's pixel dimensions.
- In the event a creative is unable to be run on the ad serving system, PAS reserves the right to reject or send back this creative for re-working.
- PAS does not accept pop-up ads of any kind.

Please Note: Site visitors have a range of different Web browsers, versions, and default settings, which can interfere with the appearance of HTML advertising. Please ensure that your material leaves room for expansion if a site visitor has their browser set to a low screen resolution, or has their text size set to 'medium' or larger (you can see the different text sizes in Microsoft® Internet Explorer by going to 'View/Text Size' in your browser).

Insertion Order: Bplans.com/Mplans.com
Fax completed form to 541-683-6250
Attn: Chad Barczak



Company Name:		P.O. Number:	
Contact Name:		Start Date:	
Address:			
City/State/ZIP:			
Telephone Number:			

Order:

Date	Ad Description	Monthly Impressions	CPM	Cost

Notes:

Agreement Authorization: By completing this Insertion Order, you represent that you are authorized to enter into binding contracts on behalf of Company and are now placing such a binding order.

Signature

Date