

Blanco-Texas.com Advertising Agreement

Advertising on the Internet can be different from print advertising; there are many elements in this fairly new equation.

When you advertise on Blanco-Texas.com, *my* job is to get targeted viewers to *your* website. Once they get there, it's up to you what happens (You should be able to tell from your own web analytics how many clicks-thru you're getting. If you or your webmaster can't tell, I'll be happy to get that information to you on request).

Historically, when Blanco-Texas.com links to a web site, that site's traffic increases dramatically. This is because B-T's traffic and ranking are very high, so you could say it sort of "rubs off."

Blanco-Texas.com has 3 levels of paid advertising in the business directory at this time:

Upgraded Business Listing – Placed above the standard business listings; name in **Bold**; Photo or other graphic (180 x 160 pixels). No link.

\$ 47.00 per year

Premium Upgrade Listing – Placed above Upgraded Listings; name in **Bold** and linked to *your specially customized page* on Blanco-Texas.com (please see www.Blanco-Texas.com/advertise.html for details; address and phone number; your slogan, if desired; photo or other graphic (180 x 160 pixels) also linked to *your page* on Blanco-Texas.com. **Your page** will be in the form of a review or interview style and will have up to 5 graphics included. This introductory page will then link to *your website*. (**A reciprocal link from your tier one or tier two page to Blanco-Texas.com is required.** Please see www.Blanco-Texas.com/link.html for code suggestions)

\$ 135.00 per year

Sponsor a page for your favorite Non-Profit organization – You get an upgraded listing and all that goes with it, and "This page sponsored by _____" at the top of the non-profit's page as a link to **your** Blanco-Texas.com page; At the bottom of the non-profit's page, your logo or graphic and the name of your business – also linked to your page (a supportive statement to or about the organization would be nice, too). There are other pages available for sponsorship, as well, for more visibility.

\$170.00 per year

Testimonials - For an additional fee, I can also host a "testimonials area" where you can send your satisfied customers to give a review of their experience with you. This testimonial will create a new page that leads back to you, AND that testimonial page will be listed in "What's New" (www.blanco-texas.com/blanco-texas-blog.html). That list gradually moves everything down as new entries are made, but the search engines (Google, Yahoo, etc) seem to hold on to them even after they're gone from the page. The testimonial page will continue to show, in any case.

Available for upgraded listings only.

\$25.00 per year

If you already have a short video hosted at YouTube, Google Video, or another video sharing site, Blanco-Texas.com can show your video as one of your graphics.

Blanco-Texas.com retains veto rights – that is, I'm not putting up an ad that would be detrimental to the site.

[NEW – Now that www.BlancoAds.com is up and running, businesses with a premium upgrade will also receive an ongoing listing in the Blanco Classifieds in an appropriate category – no extra charge. This ad will be linked to your page on Blanco-Texas.com.]

Banner advertising is also available:

125x125 - \$35.00 for 6 months placement

125x250 - \$50.00 for 6 months

200x200 - \$70.00 for 6 months

300x300 - \$85.00 for 6 months

Prices are doubled for banner ads displayed on the Blanco-Texas.com home page.

These prices do not include sales tax.

Please see www.Blanco-Texas.com/banner-ads.html for sizes, pricing, and other information.

When you have made your decision to advertise on Blanco-Texas.com, please print out 2 copies of this advertising agreement, sign and date them, and send one copy to me. This is to let me know we understand each other.

Next, we'll schedule a brief interview to "gel" our ideas. I will build your page and listing for your approval. When approved, I will invoice you. Payment is due upon receipt. Contract period begins upon approved posting.

I look forward to doing business with you,

Sherri Stockman

www.Blanco-Texas.com

PO Box 489

Blanco TX 78606

830-833-9515

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Level of advertising desired:

___ Upgraded Business Listing (per year) \$ 47.00

Sales Tax (6.75%) 3.17

SUB-TOTAL \$ 50.17

___ Premium Upgrade Listing (per year) \$ 135.00

Sales Tax (6.75%) 9.11

SUB-TOTAL \$ 144.11

___ Non-Profit Sponsor Page (per year) \$ 170.00

Sales Tax (6.75%) 11.48

SUB-TOTAL \$ 181.48

___ Interactive Testimonials (per year) \$ 25.00

Sales Tax 0

SUB-TOTAL \$ 25.00

___ Banner Ads

(See www.Blanco-Texas.com/banner-ads.html for details)

(per 6 month period) \$ _____

Sales Tax (6.75%) _____

SUB-TOTAL \$ _____

TOTAL DUE \$ _____

Authorized Signature

Date

Contact details, website URL, possible concepts, times available, etc:
