# 2010 Website Advertising Rates and Terms

## About www.zestopierre.com:

Zesto in Pierre is not only a ice cream shop, but more of a local landmark, hotspot and social gathering place. Zesto's new website, www.zestopierre.com features information about Zesto, store hours, menu, and most importantly – the daily sherbet schedule.

## Advertising Deadline:

The advertising deadline is the 25th day of the month preceding publication. (Example: Ad must be placed by July 25th for the month of August).

## Advertising Specifications:

Ads may be provided by the advertiser, or created by BPro Inc. Ads can be black and white or full color. Ads can be still, or rotating. "Still" ads should be saved as jpeg or gif file. "Rotating" ads should be saved as an animated gif file. Web resolution should be 72 dpi.

If you would like BPro to create your ad, the design fee will be $30 / ad. This $30 fee will be added to your first month bill. If the client would like the ad to be redesigned and updated for future months, the same $30 design fee per ad will be applied.

Ads must be received by the 27th day of the month preceding publication. (Example: Ad must be received by July 27th for the month of August).

## Payment:

Advertisers and their agencies are responsible for payment for all advertisements. Billing is issued following publication. Payment must be received within 30 days of the invoice date.

## Cancellations:

Cancellations must be received in writing before the advertising deadline, otherwise advertisers must pay the published rate.

## Website Advertising Rates

| Ad Size | 1 Month | 4 Months (price per month) | All Months (price per month) |
|---|---|---|---|
| Single Ad | $20 | $15 | $10 |
| Double Ad | $30 | $25 | $20 |
| Triple Ad | $40 | $35 | $30 |

## Ad Sizes

| Page Unit | Dimensions |
|---|---|
| Single Ad | 225 pixels wide x 142 pixels tall |
| Double Ad | 225 pixels wide x 284 pixels tall |
| Triple Ad | 225 pixels wide x 426 pixels tall |

For more information - contact Kim Brakke | BPro Inc | 318 S. Pierre St. | Pierre, SD 57501 | kim@bpro.com | 605.222.7781

# 2010 Website Advertising Submission Form

Advertiser / Business Name _____

Address _____

City/State/Zip _____

Telephone Number _____

Fax Number _____

Contact Person _____

Email Address _____

Please check the boxes of the months you wish to advertise and the size of the ad that you are placing.

## 2010 Ads

- ❑ March
- ❑ April
- ❑ May
- ❑ June
- ❑ July
- ❑ August
- ❑ September
- ❑ October

## Ad Sizes and Specifications

- ❑ Single Ad (225 pixels wide x 142 pixels tall)
- ❑ Double Ad (225 pixels wide x 284 pixels tall)
- ❑ Triple Ad (225 pixels wide by 426 pixels tall)

Additional Instructions: _____

_____

_____

Any verbal instructions regarding advertising placement will be treated as a tentative space reservation until written orders are received. A written advertising agreement must be received by the 25th day of the month preceding publication or that tentative space reservation will be canceled. Cancellations must be received in writing before the advertising deadline, otherwise advertisers must pay the published rate. Advertisers are responsible for payment for all advertisements. Billing is issued following the month the ad is run. Payment must be received within 30 days of the invoice date.

**I understand and agree to the terms outlined above** _____

*(Signature)*

Title _____ Date _____

Please return form to: Kim Brakke | BPro Inc | 318 S. Pierre St. | Pierre, SD 57501 | kim@bpro.com | 605.222.7781