



## WEST VIRGINIA RED

The premier source for Republican and conservative news in West Virginia.

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### SPECIAL FLAT RATE GENERAL 2010: Advertising Agreement and Contract

#### Advertising Description:

Advertiser is signing a contract for the period from August 1, 2010 through November 2, 2010 for a single advertising space on the West Virginia Red web site. The advertisement will appear on the web site Home Page. The black box area below with the words "Your Ad Space" shows the exact location of your advertisement on the West Virginia Red web site. This advertisement will be the sole advertisement in the space described.

The screenshot shows the West Virginia Red website interface. At the top is a red banner with the West Virginia state capitol dome logo on the left, the text "WEST VIRGINIA RED" in large white letters, and a white box containing the tagline "West Virginians. Conservatives. Republicans." Below the banner is a navigation bar with links: "Home", "About & Disclaimer", "February Poll for WV-01", and "February Poll for WV-03". The main content area is divided into two columns. The left column features a large black box with the text "YOUR AD SPACE" in white. Below this is a news article titled "Oliverio: Congressman Mollohan's Approval Rating at 40%" written by Henry Hatfield, dated February 28, 2010. The article text states that a poll of 600 likely Democratic primary voters in WV-01 shows Congressman Alan Mollohan with a lower approval rating than President Barack Obama. The right column contains a "Contact Us" section with an email address "WYARED@GMAIL.COM" and an "Advertiser" section featuring a red advertisement for Tom O'Neill, a Republican for House of Delegates. The ad lists "On Jobs...", "On Taxes...", and "For Our Families..." and includes a photo of Tom O'Neill with the slogan "The Best Choice for Upshur County".

#### Advertisement Size:

The advertisement for this space must be 625 pixels wide by 100 pixels high. The advertisement must be in .gif or .png format and be 10 kb or less. Animations are acceptable.

#### Advertisement May Contain:

Company or candidate logo, slogan, and individual company web site link, general information about the candidate, company, service, or candidate being advertised in the space.

## Web Site Advertising Agreement and Contract (Pg. 2)

### Cost:

West Virginia Red is offering a one-time special General Election period price for the dates of August 1, 2010 through November 2, 2010.

<b>Advertisement Size</b>	<b>August 1, 2010 through November 2, 2010 – Election Day</b>
625 pixels wide by 100 pixels high	\$300.00

### Make Check Payable To:

- Roman D. Stauffer

### Terms:

- A complete and signed advertising contract, all web site ready artwork for advertisement and basic ad information/layout should be sent to WVRed@Gmail.com or to Roman Stauffer, Post Office Box 11192, Charleston, WV 25339.
- Once your advertisement is placed on the website, no changes shall be made for the remainder of your contract time, unless a fundamental error has been made, and it needs to be corrected.
- Advertising on the website is on a first-come first-serve basis. To give all interested parties a fair chance, automatic renewals are not to be expected. If your advertisement is currently being featured you may submit a contract for further advertisement at anytime during your current contract.
- A check for the cost of advertising is due and must be paid in full to the address above upon submission of the website contract and website ad information.
- To discuss the total number of impression your web ad will receive contact Roman Stauffer at WVRed@Gmail.com. West Virginia Red will guarantee a minimum of 7,000 impressions a month.
- If requested, West Virginia Red can provide you with data confirming a minimum of 7,000 impressions per month for the life of this contract.

**Company/Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Phone Number:** \_\_\_\_\_

**Date Contract Was Signed:** \_\_\_\_\_

### Contract Duration Requested (3 month maximum):

Start: August 1, 2010 through November 2, 2010

Month: August 1, 2010 Year: 2010

Duration (maximum 3 months): N/A – Through November 2, 2010 month(s)

### Content of Advertisement: (Please check all that apply.)

- Candidate/Company/Organization Logo
- Candidate/Company/Organization Slogan
- Candidate/Company/Organization Address & Telephone Number
- Candidate/Company/Organization Web Site Link
- Photograph or Graphic
- Timely Information ( i.e. Company Anniversary, Grand Opening, Relocation, etc.)
- Other

**Web Site Advertising Agreement and Contract (Pg. 3)**

**I/We have thoroughly read, understand and agree to all the terms and rules mentioned in the Web Site Advertising Agreement and Contract put forth by West Virginia Red. I/We would like to enter into this contract for the term described within the Agreement and Contract, and will make payment for the full amount of the advertising cost mentioned in the contract of: \$ 300.00 when the contract is signed and submitted.**

**Signature of Advertiser: \_\_\_\_\_**

**Name of Advertiser: \_\_\_\_\_**

**Date Contract Signed: \_\_\_\_\_**

**Signature of Contract Acceptance by West Virginia Red: \_\_\_\_\_**

**Date of Contract Acceptance Signed: \_\_\_\_\_**

**Deadline for Contract Fee Payment Receipt:**

This amount: \$ 300.00 must be paid in full by: Upon Agreement otherwise the contract will be forfeited.