



ADVERTISING AGREEMENT CONTRACT

This document states the terms of our agreement together.

“Advertiser” Contact Information

This information is to be used to create your account and will be used to contact you. Please be careful to specify a correct phone number and e-mail address.

Company Name _____

Main Company Contact _____

Billing Street Address _____

Billing City, State, Zip Code _____

Country (other than USA) _____

Advertising Contact Name _____

Advertising Phone Number _____

Advertising Fax Number _____

Advertising Email Address _____

Billing Contact Name _____

Billing Phone Number _____

Billing Fax Number _____

Billing Email Address _____

Banner URL _____

URL Hyperlink _____

Credit Card Information

Please provide the following:

Card Type (Circle): VISA MasterCard American Express Discover

Card Number: _____ Expiration Date: ____/____

Name as it appears on Credit Card: _____ Security Code: _____
(3 or 4 digits found on the front or back of card)

Signature: _____

This agreement is made between North American Hunting Retriever Association (NAHRA) and the above-named "Advertiser", who agrees to purchase a "Banner Advertisement" on the NAHRA website on the World Wide Web.

The contract is for banner advertising on the North American Hunting Retriever Association (NAHRA) web site. We will put your banner ad on our pages with a link to the location of your choice.

Terms and Definitions:

The *Advertiser* is the party named in the Advertiser Contact Information listed above, and is placing and paying for the advertisement described in the agreement.

NAHRA is a corporation located at P.O. Box 5159, Fredericksburg, VA 22403-5159.

NAHRA.org is an Internet publication owned and operated by NAHRA and found on the World Wide Web at <http://www.NAHRA.org>

Banner Advertisement is an advertisement with required dimensions of 468 pixels wide by 60 pixels tall, displayed on the NAHRA.org Web site and hyperlinked to a Universal Resource Locator (URL) stipulated by the advertiser.

Banner Advertisement Impression means a single (1) display or impression of a Graphics Interchange Format (GIF) or Joint Photographic Experts Group (JPG) image file hyperlinked to a web page of the Advertiser's, viewed from NAHRA.org.

Start Date is the date on which the parties agree the Banner Advertisement will first appear on the NAHRA.org Web site. For purposes hereof, "month" will be a thirty day period, or multiples thereof, commencing on the Start Date.

Duration of Agreement: Advertiser's Banner Advertisement will appear on the NAHRA.org Web site for ___ month(s), commencing on a Start Date to be agreed upon by both the Advertiser and NAHRA.org, and to be confirmed via e-mail correspondence between NAHRA.org and the Advertising Contact. Advertiser agrees to pay the monthly rate, to be paid in full prior to the Start Date.

This fee is non-refundable, and will not be prorated should the Advertiser decide to discontinue the display of the Banner Advertisement at any time prior to the end of the contract period.

Banner Specifications:

File Type and Size

The banners can be any file type necessary. We recommend you use a GIF or JPG file type. Advertiser agrees to provide NAHRA with a banner via e-mail attachment of the URL of an existing banner on the Web. The banner graphic must be in .jpg or .gif format, be 468 pixels wide and 60 pixels high, and have a file size of less than 15K. The maximum file size for a banner is 15k bytes. We will contact you if a banner is larger than the requested maximum size.

- * GIF - These can be "animated" as long as they are with the file size limitation - This file type is used for banners with basic color formats.
- * JPG - This file type is best suited for color picture formats. It has no animation available.

Display, Placement and Links

Each Banner Advertisement will be displayed on pages on the NAHRA.org site. This agreement is non-exclusive, meaning NAHRA may have Banner Advertisements from several parties appearing on its site at the same time. When more than one Banner Advertisement is under contract, banners will be evenly and fairly rotated from time to time by software maintained by NAHRA.

Banner Design

If Advertiser has no banner prepared, NAHRA will create one (from your logo or graphic files) for an additional fee of \$200.

Changes to the Banner

The banner can be changed weekly. Simply email us the new banner and we will move the new banner to our web site. If we design the banner, we allow one set of changes without charge.

Status Reports: NAHRA will provide the Advertiser with online reporting of each Banner Advertisement's displays and click-throughs via a secure, password-protected URL. Each Advertiser will receive a username and password to access their reports. NAHRA does not and cannot make any representation or warranty as to the number, frequency or duration of any such "hits."

Services Interruptions: Advertiser agrees not to hold NAHRA responsible for any liability, loss, cost, claim, damage or causes of action of any kind that it may suffer as a result of the transactions contemplated hereby, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault.

Truth in advertising / indemnification for liability: The Advertiser is solely responsible for any liability arising out of or relating to the Banner Advertisement, and/or any material to which users can link through the Banner Advertisement. The Advertiser represents and warrants that any information found on URLs hyperlinked from the Banner Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, image, or other proprietary or confidential information or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity.

Advertiser agrees to indemnify NAHRA and to hold NAHRA and its officers, directors, employees and agents harmless from any and all liability, loss, cost, damages, claims, or causes of action of any kind, including reasonable legal fees and expenses that may be incurred by NAHRA, arising out of or related to Advertiser's breach of any of the foregoing representations and warranties.

Governing law: This Agreement and the resolution of any dispute related to this Agreement shall be governed by the laws of the State of Virginia without giving effect to any principles of conflicts of law. Failure by NAHRA or its affiliates to insist upon strict enforcement of any provision of this Agreement shall not be construed as a waiver of any provision or right.

Fees and Initial Payment: All fees are payable in advance of the commencement of display of the Banner Advertisement on the NAHRA.org web site. All Advertisement fees are non-refundable. Check the program you have selected:

Please select one of the following:

<u>Home Page is premium advertising</u>	<u>All other pages besides the Home Page</u>
<input type="checkbox"/> 6 month (trial) = \$168 (\$28/month)	<input type="checkbox"/> 6 month (trial) = \$150 (\$25/month)
<input type="checkbox"/> 1 year = \$420 (\$35/month)	<input type="checkbox"/> 1 year = \$360 (\$30/month)
<input type="checkbox"/> 2 year = \$720 (\$30/month)	<input type="checkbox"/> 2 year = \$600 (\$25/month)
<input type="checkbox"/> 3 year = \$972 (\$27/month)	<input type="checkbox"/> 3 year = \$792 (\$22/month)

All payments must be in U.S. funds. Checks should be made out to "NAHRA" and sent to the following address:
 NAHRA – c/o Rosemary Haynes
 PO Box 5159
 Fredericksburg, VA 22403-5159
 Phone:(540) 899-7620, Fax: (540) 899-7691

Cancellation

There is no cancellation fee. The contract is paid in advance and is automatically terminated at the end of this period should no further arrangements be made. If you wish to maintain a specific position on the page, we will contract for your specified period.

Sole Agreement: This document constitutes the sole agreement between NAHRA and the Advertiser regarding this Web site. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored for six (6) months after both parties sign this contract. This Agreement may only be modified, or rights under it waived by a written document executed by both.

Violation of any of the terms and conditions of this contract may result in the immediate termination of your services with NAHRA at our discretion. I agree to the above-listed contract in its entirety.

On behalf of _____, the Advertiser:
(Company Name)

(Print Name and Title)

(Signature) Date _____

On behalf of the North American Hunting Retriever Association (NAHRA):

(Print Name and Title)

(Signature) Date _____