

2012 INTERNET ADVERTISING INSERTION ORDER

Ad Type(s) (check all that apply):

- Roadblock Ads** - 300 pixels wide x 250 pixels tall Link ad to: _____
 Flash
 Video Roll
- Tile Ads** - 180 pixels wide x 150 pixels tall Link ad to: _____
 Flash
- Product Directory Highlights** Impressions (in increments of 5,000) _____
- Products & Services Directory Listings** Categories: _____
 Featured: Standard listing plus product/company description, logo, and premium location.
 Video
 Standard: Company name, address, phone, fax, e-mail, and web link.

Patron Sponsorship

- Featured Videos** Link ad to: _____
 Please place special instructions in box below

Date to begin ad: _____ Expire ad: _____ <input type="checkbox"/> Run until further notice
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EDGE Direct

- January
 - February
 - March
 - April
 - May
 - June
 - July
 - August
 - September
 - October
 - November
 - December
- Sponsorship: Top banner ad, side skyscraper ad, and sponsored story. Link ads to: _____
- Product Feature Ad Link ad to: _____
- Tile Ad Link ad to: _____
- Classified

BUSINESS CONTACT INFORMATION

Company Name: _____

Contact Name/Title: _____ E-mail: _____

Accounts Payable Contact/E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Website: _____ Business EIN#: _____

FORM OF PAYMENT

Credit card required for all listings under \$500 per month unless billed with display ads in The O&P EDGE.

Credit card (check one): Visa MasterCard PO# (if applicable): _____

Credit card number: _____ Exp. Date: _____

Name on card: _____

AGREEMENT

1. This insertion order confirms that I have authorized the purchase of advertising space until further notice.
 I understand that this must be signed and returned before the ad will run.
2. All invoices are to be paid within 30 days of the invoice date. U.S. funds only.
3. I authorize Western Media LLC to process payment against the above credit card, if provided.
4. Cancellation of all internet ads/contracts requires a 30-day written notice.

Signature: _____ Date: _____

(To be completed by The EDGE Media Group)

Gross Price: _____

Agency Disc: _____

Net Price: _____

Internet Terms

Payment Requirements: 30 days net from invoice date. 1.5 percent interest per month on past-due accounts. Advertiser is responsible for any delinquent payments by recognized agencies.

Only U.S.-issued checks or credit cards are accepted for orders outside of the U.S.

Cancellations: All cancellations must be made in writing 30 days prior to the removal of the ad.

Positions and Changes: oandp.com will make every attempt to honor ad position requests but reserves the right to adjust positions should conflicts arise. Under no circumstances will changes be made by oandp.com or *The O&P EDGE* to the content or design of any advertisement without written consent from the advertiser.

Mechanical Requirements

Roadblock Ads

- 300 pixels wide x 250 pixels tall

Maximum ad size - 100 KB (except video roll).

Tile Ads

- 180 pixels wide x 150 pixels tall

Maximum ad size - 60 KB.

Product Directory Highlights

- **Web address** that the ad should link to. Your homepage or a specific page within your site.
- **Image.** 64 pixels x 64 pixels. (Logo or product photograph)
- **Link title.** The text for the link (maximum of 40 characters, including spaces).
- **Description.** 150–220 character description of your product or service.

Products & Services Directory Listings

- **Web address** that the listing should link to (usually your homepage but can be any page on your site).
- **Title of the link** (usually your product name).
- **Description** of your product, or service that is suited to the category (150–220 characters).
- **Category options:** Visit www.oandp.com/products to review the category options available.

Patron Sponsorship

- Logo in the Patron Sponsorship area of the oandp.com homepage and the Product Directory.
- 10,000 impressions per month in the Highlights section.
- Unlimited listings in the Product & Service Directory.
- Search engine inclusion.
- Roadblock and tile ads.

Featured Videos

- **Avi file**
- **15–30 seconds**
- **Web address** that the ad should link to.

EDGE Direct

Sponsorship:

- **Top Banner Ad:** 468 pixels wide x 60 pixels tall. Maximum ad size - 100 KB. Web address that the ad should link to.
- **Side Skyscraper Ad:** 160 pixels wide x 600 pixels tall. Maximum ad size - 100 KB. Web address that the ad should link to.
- **Sponsored Story:** 250–500 words. 25-word preview in *EDGE Direct* with a link to the rest of your story.

Product Feature Ads: 50 words (word document) and a color photo or logo, showcasing your new product with a link to your website.

Tile Ads: 180 pixels wide x 150 pixels tall. Web address that the ad should link to.

Classified Ads: Word documents.

Questions and ad materials should be sent to:

Kim Espinosa, Sales & Marketing Manager
Phone: 303.255.0843 • Fax: 303.255.0844
E-mail: kim@opedge.com

**The O&P
EDGE**

**oandp
.com**