

ONLINE ADVERTISING AGREEMENT



Client Company: _____

Client Phone: _____

Client Name: _____

Client Email: _____

Client Title: _____

Sales Rep & Market: _____

Client Website: _____

LAUNCH/END DATES: # IMPRESSIONS: PRICE PER MONTH: # OF MONTHS: TOTAL:

Geofencing _____

Custom Landing Page? Y _____ N _____ If No, what is click through URL?: _____

Custom Landing Page Button options (check all that apply):

- Click to Call Click to Email Us
- Click to Text Click for Directions
- Visit Website Other: _____

Additional Landing Page feature (CHOOSE ONE):

- Rotating Photo Gallery
- Static Photo
- YouTube Video (provide YouTube link): _____

LAUNCH DATES: # EMAILS PER BLAST: PRICE PER E-BLAST: # OF E-BLASTS: TOTAL:

Email Newsletter _____

LAUNCH DATE: PRICE PER MONTH: # OF MONTHS: TOTAL:

Mobile Apps _____

Bundled with Spot Buy? Y _____ N _____

Engagement Feature options (check one):

- | | | | |
|---|--|---|-------------------------------------|
| <input type="checkbox"/> Click to URL | <input type="checkbox"/> Special Offer | <input type="checkbox"/> Enter Contest | SPECIAL FEATURES (ADDITIONAL \$\$): |
| <input type="checkbox"/> Scratch & Win | <input type="checkbox"/> Tap to Share | <input type="checkbox"/> Find a Location | |
| <input type="checkbox"/> Poll/Survey Question | <input type="checkbox"/> Buy Now | <input type="checkbox"/> Photo Upload/Contest | |
| <input type="checkbox"/> Poll/Survey Question | <input type="checkbox"/> Tap to Email | <input type="checkbox"/> Talk Back | |
| <input type="checkbox"/> Get a Coupon | <input type="checkbox"/> Request a Quote | <input type="checkbox"/> Email Me Info | |
| <input type="checkbox"/> Tap to Call | <input type="checkbox"/> Get Tickets | <input type="checkbox"/> Content Sponsorship | |
| | | <input type="checkbox"/> Music Download | |
| | | <input type="checkbox"/> Featured Position | |
| | | <input type="checkbox"/> Splash Page | |
| | | <input type="checkbox"/> Show Sponsorship | |
| | | <input type="checkbox"/> Other _____ | |

LAUNCH/END DATES: # IMPRESSIONS: TOTAL:

Display / Retargeting (Please write details in Notes Section) _____

LAUNCH DATE: # OF MONTHS MONTHLY BUDGET:

Search Engine Marketing _____

LAUNCH DATE: # OF KEYWORD PHRASES: MAX PRICE PER MONTH:

Search Engine Optimization _____

CAMPAIGN NOTES:

Client Signature: _____

Date: _____

Ad Director Signature: _____

Date: _____

The advertiser named above agrees to advertise with a subsidiary of Beasley Broadcast Group, Inc. d/b/a Beasley Media Group ("Beasley"), and for the period indicated above. Subject to the terms appearing in the Online Advertising Rate Card and this agreement, Beasley agrees to charge the advertising at the prevailing Online Advertising Rate. Rates are subject to change upon 30 days notice. By signing this agreement I represent that I have authorization to commit the advertiser, and I have read, understood, and agree to all the terms and conditions listed above and on the back of the contract. The terms and conditions on the reverse side form part of the contract.

General Policies

1. Rates may be revised upon 30 days' notice by Beasley.
2. All advertising submitted for publication is subject to and governed by the rates and discounts contained in the prevailing rate card and the conditions, standards, terms, and policies contained in the standard Beasley rate card.
3. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the provision of the rate card, will be binding on Beasley.
4. All advertising ordered is subject to all federal, state, and local laws and may be edited or rejected at the discretion of Beasley, at any time without notice or reason.
5. In the case of limited inventory online ad space, the advertiser is only guaranteed the space for the exact time specified in this contract.
6. Beasley does not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising from Beasley that is intended to discriminate on the basis of race or ethnicity.

Contract, Credit, and Payment Terms

1. In order to earn contract discounts, the advertiser must sign a contract in advance. All billing must be paid current prior to receiving a contract rate and remain within these terms. Contracts may be accepted or rejected at the discretion of Beasley. At contract expiration there will be a review to determine if the terms of the agreement were fulfilled. Contracts not fulfilled will subject the advertiser to the full rate without a discount.
2. Advertising contracts are executed between the advertiser and Beasley with the express agreement that the advertiser shall run their online advertising for the term specified in this contract and, if not, the cost of all from the effective date of contract shall revert to the appropriate rate for which the advertiser did qualify according to Beasley's Online Advertising rate card.
3. Advertising contracts in no way bind Beasley to specific rates. In the event of a rate revision, the advertiser may, at their option, cancel any contract in effect without penalty upon written notice to Beasley prior to the effective date of the scheduled rate revision.
4. Online Advertising is billed at the beginning or start date of each 30 day cycle based on the contract start date. Cancellation of ads after the start date must be done in writing. Ads cancelled after the start date of a 30 day cycle will be charged for the entire cycle. One Day ads will be billed on actual insertion date.
5. Advertiser and agency shall be jointly and severally liable for such monies as are due and payable to Beasley for advertising ordered by the agency.
6. Invoices for advertising are due and payable upon receipt. Bills are considered overdue 30 days from the date of billing.
7. All advertising is accepted subject to the advertiser's strict adherence to Beasley's credit terms. Advertisers will be required to make application for credit and may be required to pay in advance until such time as credit has been established. Beasley reserves the right to cancel advertising at any time without notice for noncompliance with credit terms.
8. A \$15.00 charge will be applied for all returned checks.
9. Accounts 60 days in arrears or more are not eligible to run.
10. Should the advertiser not complete the above agreement by early cancellation and/or failure to meet payment terms, the advertiser will be charged back the difference between the published rate and any discounted rate.
11. In the event of nonpayment, Beasley shall be entitled to reimbursement of all its expenses incurred in the collection process, including its reasonable attorney's fees.

Terms & Conditions

1. All advertisements are accepted and published entirely on the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof, and it is neither unlawful nor violates the rights of any person. In consideration of the publication of advertisements, the advertiser and agency will indemnify and save Beasley harmless from and against any loss or expense arising out of the publication of such advertisements, including without limitation those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringement.
2. Beasley will not be liable for any errors or omissions unless caused by Beasley and in the event of such errors by Beasley, Beasley shall make good for the portion of the ad which was in error or omitted. Advertiser is responsible for proofing all advertising to check for corrections. In the event of errors or omissions as a result of advertiser's failure to adequately check for errors or omissions, Beasley will assume no liability for errors or omissions in such advertisement. In the case of errors, advertisers must notify the rep within seven days of publication. In no event shall Beasley be liable for indirect, incidental or consequential damages.

Additional Terms & Conditions (applies to campaigns that include items from the Propel Product Suite)

By signing this agreement, the advertiser:

1. Is acknowledging that they agree to the Beasley Marketing Advertising Services Terms & Conditions ("Advertising Terms"), which may be accessed at http://bbgi.com/legal/advertising_terms/
2. Is agreeing to the payment terms and agrees to pay setup and/or 1st installment fees prior to scheduled go live.
3. Acknowledges and agrees that the advertiser may not cancel or terminate the agreement contemplated by this insertion order, except as set forth in the Advertising Terms.
4. All set up and 1st installment fees are non-refundable