



## BANNER ADVERTISING AGREEMENT

This will serve as the contract between Scratch Golfer Magazine (Publisher) and the Advertiser (Client).

Client Business \_\_\_\_\_

Client Address \_\_\_\_\_

Client City, State, ZIP \_\_\_\_\_

Authorized Purchaser / Name \_\_\_\_\_

Client Business Phone \_\_\_\_\_

Client Fax \_\_\_\_\_

Client Email \_\_\_\_\_

The Publisher agrees to display banners (one horizontal 468 x 60 pixel and one 150 x 600 pixel) on the Scratch-Golfer.com web site and in the Scratch Golfer Ezine Newsletter for the timeframe and frequency indicated on the Order Form.

Client agrees to provide the Publisher with electronic files of banner artwork according to the specifications described in the Advertising section of Scratch-Golfer.com. Client may change banner artwork weekly according to the policies described in the Advertising section.

Client agrees to pay Publisher (*payment should be made to **Scratch Golfer Magazine***) the total amount indicated on the Order Form. (Agencies and Advertisers are jointly and severally liable for all charges.) Full payment is due in advance before banners will be published.

Client and Agencies assume liability for the contents of all advertisements and agree to indemnify the Publisher against any damages and related expenses (including attorneys fees) arising out of such publication.

The Publisher shall have no liability for failure to execute accepted advertising orders because of governmental restrictions, acts of God, accidents, fires, internet outages or any other cause beyond Publisher's control affecting production or distribution. The Publisher is not responsible for errors in key numbers. Publisher shall have no liability for damages if, for any reason, he fails to publish an advertisement.

## BANNER ADVERTISING AGREEMENT - cont

Publisher does not warrant that the functions contained in the web site or the operation of the web pages will be uninterrupted or error free. Publisher will not be liable to Client or any third party for any damages, including any lost profits or other incidental, consequential or special damages arising out of the operation of, or inability to operate the web pages or web site.

The Publisher reserves the right to reject any advertising order or copy at any time, whether or not the order or copy has already been accepted or acknowledged. Publisher will not be bound by any conditions on contracts, orders or instructions when such conditions conflict with Publisher's policies.

The terms and conditions contained in this Agreement supersede all prior oral or written understandings between the parties and constitute the entire agreement between them concerning the subject matter of this Agreement and shall not be contradicted, explained or supplemented by any course of dealing between Publisher or any of its affiliates and Agent or any of its affiliates. There are no understandings or representations, expressed or implied, not expressly set forth in this Agreement. This Agreement shall not be modified or amended except in writing and signed by both parties.

Client/Agency Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

Accepted for Scratch Golfer Magazine \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

**Mail signed Agreement and Check (payable to Scratch Golfer Magazine) to:**

Scratch Golfer Magazine

11064 Windjammer

Frisco, TX 75034

Attn: Advertising

If desired, please identify specific weeks/months you would like banners to run according to the number of weeks/months you have selected.

**Email electronic Banner files to: [creative@scratch-golfer.com](mailto:creative@scratch-golfer.com)**

Agency \_\_\_\_\_

Agency Address \_\_\_\_\_

Agency City, State, ZIP \_\_\_\_\_

Agency Phone \_\_\_\_\_ Fax \_\_\_\_\_

Agency Email \_\_\_\_\_

# Scratch Golfer Magazine

## BANNER ADVERTISING ORDER FORM

*Details of Rates and Fees in the Advertising section of Scratch-Golfer.com*

<b>Super Discount Package</b>	<i>The Grand Slam – 12 &amp; 12 *</i>	\$6500	\$
	<i>The PGA Tour – 8 &amp; 8 *</i>	\$5250	\$
	<i>The Champions Tour – 6 &amp; 6 *</i>	\$4000	\$
	<i>The Nationwide Tour – 3 &amp; 3 *</i>	\$3000	\$
<b>Walk-On / Website</b>	<i>12 months *</i>	\$2400	\$
	<i>6 months *</i>	\$1500	\$
	<i>3 months *</i>	\$900	\$
	<i>1 month</i>	\$400	\$
	<i>1 week</i>	\$200	\$
<b>Walk-On / E-Zine Newsletter</b>	12 months / <i>24 newsletters *</i>	\$10,400	\$
	6 months / <i>12 newsletters *</i>	\$5850	\$
	3 months / <i>6 newsletters *</i>	\$3500	\$
	1 month / <i>2 newsletters</i>	\$1300	\$
	1 week / <i>1 newsletter</i>	\$750	\$
<b>Design Services</b> (*Free for prepaid agreements of 3 months or more)	Non-Flash (Static) Banners	\$50	\$
	Flash (Motion) Banners	\$100	\$
<b>Agency Discount</b>	To recognized agencies	15%	- \$
<b>Merchandise Credit</b>	For prepaid agreements of \$2000 or more, we will consider up to \$500 in merchandise or trade credit at wholesale/cost.	\$500 maximum	- \$
		<b>TOTAL DUE</b>	\$

# Scratch Golfer Magazine

## SUPER DISCOUNT PACKAGES

Effective April 3, 2006

<b>The Grand Slam</b>	One complete year -- 12 months (365 days) of rotating banners (horizontal and vertical) on Scratch-Golfer.com ... 12 banners (6 horizontal, 6 vertical) in the biweekly E-zine Newsletter... <i>An \$8250 Value.</i>	<b>\$6500</b>
<b>The PGA Tour</b>	8 months (251 days) of rotating banners (horizontal and vertical) on Scratch-Golfer.com ... 8 banners (4 horizontal, 4 vertical) in the biweekly E-zine Newsletter... <i>A \$6700 Value.</i>	<b>\$5250</b>
<b>The Champions Tour</b>	6 months (182 days) of rotating banners (horizontal and vertical) on Scratch-Golfer.com ... 6 banners (3 horizontal, 3 vertical) in the biweekly E-zine Newsletter... <i>A \$5000 Value.</i>	<b>\$4000</b>
<b>The Nationwide Tour</b>	4 months (125 days) of rotating banners (horizontal and vertical) on Scratch-Golfer.com ... 4 banners (2 horizontal, 2 vertical) in the biweekly E-zine Newsletter ... <i>A \$3800 Value.</i>	<b>\$3000</b>

\* NO BANNER DESIGN FEE for initial banners for prepaid advertising agreements of 3 months or more

# Scratch Golfer Magazine

## WALK-ON ADVERTISING RATES

### *Scratch-Golfer.Com Website*

Effective April 3, 2006

<i>TERM of Agreement</i>	<i>Scratch-Golfer.Com Rotating Banners</i>	<i>Rate</i>
<b>12 months * #</b>	365 days of rotating horizontal and vertical banners	<b>\$2400</b>
<b>6 months * +</b>	182 days of rotating horizontal and vertical banners	<b>\$1500</b>
<b>3 months *</b>	91 days of rotating horizontal and vertical banners	<b>\$900</b>
<b>1 month</b>	30 days of rotating horizontal and vertical banners	<b>\$400</b>
<b>1 week</b>	7 days of rotating horizontal and vertical banners	<b>\$200</b>

### *Scratch Golfer biweekly E-Zine Newsletter*

Effective April 3, 2006

<i>TERM of Agreement</i>	<i>Scratch Golfer biweekly E-Zine Newsletter</i>	<i>Rate</i>
<b>12 months * #</b>	24 newsletters with horizontal banner	<b>\$10,400</b>
<b>6 months * +</b>	12 newsletters with horizontal banner	<b>\$5850</b>
<b>3 months *</b>	6 newsletters with horizontal banner	<b>\$3500</b>
<b>1 month</b>	2 newsletters with horizontal banner	<b>\$1300</b>
<b>1 week</b>	1 newsletter with horizontal banner	<b>\$750</b>

#### ***BONUSES for Multi-Month Agreements***

\* NO BANNER DESIGN FEE for initial banners for prepaid advertising agreements of 3 months or more

+ FREE – ONE ADDITIONAL MONTH of banners or newsletter for prepaid advertising agreements of 6 months (7 months for the price of 6)

# FREE – THREE ADDITIONAL MONTHS of banners or newsletter for prepaid advertising agreements of 12 months (15 months for the price of 12)