

AGREEMENT FOR MEDIA PLACEMENT SERVICES

This is an agreement between PayPerClip (PPC) and _____ (your company name).

1. **Term.** This Agreement shall begin _____, 2007 and shall continue until terminated according to paragraph 5.
2. **Services and Fees.** We agree to provide media placement services as follows. You will be billed for PPC-generated placements and, for a period of six months after the initial appearance, for any additional placements with the same journalist or media outlet. Check all that apply:

- Radio – local: Where? _____
- Radio – national
- TV – local: Where? _____
- TV – national
- Print – local and regional newspapers
- Print – national dailies
- Print – national business publications
- Print – trade magazines: What industry? _____
- Print – consumer magazines
- Print – newsletters: What industry? _____
- Internet Media

3. **Rates.** PPC rates are defined on page 2 and are effective through December 31, 2007. Additional services requested from PPC (services other than media placements) will be billed at an hourly rate of \$165.
4. **Billing.** Payment for PPC services will be by:

Credit Card, at the time you accept a media opportunity, OR

Pre-payment of \$_____ (minimum \$10,000). When billings reach 75% of the pre-payment amount the account will be replenished.

5. **Termination.** This agreement can be cancelled by either party at any time by giving written notice to the other party. You will be billed for any PPC-generated placements that appear after termination.
6. **Agreement Disclosure.** We may include your name in our client roster for the purpose of further business development efforts.
7. **Guarantee.** Any fees paid when an interview is secured will be refunded if a placement does not result within six months. If you are unsatisfied with our results for any reason, we will refund the entire placement fee. Refund requests must be made within 30 days of placement.
8. **General Terms.** This agreement shall be construed and interpreted in accordance with the laws of New Jersey. In addition, the forum for resolution of any disputes shall be in the state of New Jersey.

I am an authorized representative of _____ (company name) and accept the terms of this agreement.

Please check this box to accept these agreement terms, then sign and fax to PPC at 908-439-3268.

Questions? Call 800-970-9192 or email astephenson@PayPerClipPR.com

Signature

Signature of PayPerClip Representative

Print or Type Name

Print or Type Name

Date

Date

Email Address

PayPerClip Rates

January 1, 2007

Rates shown are complete – there are no sign-up fees, administration fees, or program charges.

Circulation/audience figures and market rankings are as defined by Bacon's Information.

Rates shown are for US media placements – 50% surcharge for international media.

Top 5 outlets in each category priced separately.

PRINT

Magazine circ. to 49,999

Newspaper circ. to 99,999

Trade Publications circ. to 4,999

Feature	\$1,800
Focus Coverage	\$1,450
Mention	\$800
Including client URL	Add \$300

Magazine circ. 50,000 – 199,999

Newspaper circ. 100,000 – 499,999

Trade Publications circ. 5,000 – 9,999

Feature	\$3,000
Focus Coverage	\$2,200
Mention	\$1,200
Including client URL	Add \$500

Magazine circ. 200,000 – 499,999

Newspaper circ. 500,000 – 799,999

Trade Publications circ. 10,000 – 14,999

Feature	\$4,300
Focus Coverage	\$3,300
Mention	\$2,800
Including client URL	Add \$600

Magazine circ. 500,000+

Newspaper circ. 800,000+

Trade Publications circ. 15,000+

Feature	\$5,000
Focus Coverage	\$4,500
Mention	\$3,400
Including client URL	Add \$700

WEB MEDIA

Visitors/month to 49,999

Feature	\$650
Mention	\$450
Including Client URL	Add \$300

Visitors/month 50,000 – 199,000

Feature	\$850
Mention	\$650
Including Client URL	Add \$400

Visitors/month 200,000 – 499,000

Feature	\$1,500
Mention	\$1,200
Including Client URL	Add \$500

Visitors/month 500,000+

Feature	\$2,150
Mention	\$1,750
Including Client URL	Add \$600

TELEVISION

Market Ranking 1-8

Segment/Feature	\$2,600
Sound Byte/Brief Appearance	\$2,300

Market Ranking 9-20

Segment/Feature	\$2,000
Sound Byte/Brief Appearance	\$1,700

Market Ranking 21-34

Segment/Feature	\$1,400
Sound Byte/Brief Appearance	\$1,100

Market Ranking 35-45

Segment/Feature	\$1,000
Sound Byte/Brief Appearance	\$800

Market Ranking 46-210

Segment/Feature	\$550
Sound Byte/Brief Appearance	\$450

National Network

Segment/Feature	\$5,500
Sound Byte/Brief Appearance	\$3,600

National Cable

Segment/Feature	\$4,300
Sound Byte/Brief Appearance	\$2,600

RADIO

One Station

Market Ranking 1-5

Segment/Feature	\$750
Sound Byte/Brief Appearance	\$600

Market Ranking 6-15

Segment/Feature	\$600
Sound Byte/Brief Appearance	\$450

Market Ranking 16-50

Segment/Feature	\$450
Sound Byte/Brief Appearance	\$300

Market Ranking 51-210

Segment/Feature	\$400
Sound Byte/Brief Appearance	\$250

Multiple Stations

2-5 stations

Segment/Feature	\$600
Sound Byte/Brief Appearance	\$450

6-24 stations

Segment/Feature	\$750
Sound Byte/Brief Appearance	\$600

25 or more stations

Segment/Feature	\$1,100
Sound Byte/Brief Appearance	\$900

NEWSWIRE SERVICES

Content produced or carried by wire services (AP, Reuters, etc.) are billed at \$3,000 plus one-half the standard placement fee for pick-ups by other media after the first 10 pickups (no additional charge for first 10 pickups).

STORY PICKUPS

Re-publication of original placements in target media mutually agreed upon will be billed at one-half the standard placement fee.

PRESS RELEASE PICKUPS

Press release announcements posted by media in addition to the distribution service are billed \$50 per pickup with a maximum of \$500.

AUDIO PODCAST

To 14,999 downloads monthly

Feature	\$1,600
Focus Coverage	\$1,300
Mention	\$850

15,000-29,999 downloads monthly

Feature	\$2,700
Focus Coverage	\$2,400
Mention	\$2,000

Over 30,000 downloads monthly

Feature	\$3,600
Focus Coverage	\$3,300
Mention	\$3,000

BLOGS

to 999 unique visitors per month

Feature	\$400
Focus Coverage	\$300
Mention	\$200

1,000 to 4,999 unique visitors per month

Feature	\$800
Focus Coverage	\$650
Mention	\$500

5,000 to 19,999 unique visitors per month

Feature	\$1,500
Focus Coverage	\$1,200
Mention	\$1,000

20,000 or more unique visitors per month

Feature	\$2,000
Focus Coverage	\$1,750
Mention	\$1,500