



2014-2015

Business Advertising Contract



Welcome to DanceComps.com and the ability to reach Dance Studios, Teachers, Parents and Dancers on a nationwide scale. We offer a variety of advertising opportunities which are perfect for any business.

DanceComps.com offers special packages for retail and services looking to get the attention of Studio Owners, Teachers, Parents and Dancers. We are very in tune with our demographic and we know exactly what they are looking for. In addition, we track EVERYTHING so your campaign ROI can be proven through our reporting system. If these packages do not fit your exact need, please contact us and we'll be happy to customize a package for you.

Client (Business Name): _____

Discounted Ad Packages

Bronze Business Package

- DanceComps.com Featured Profile Page
- Logo Displayed on the Studio Resource Center Home Page
- Ability to display up to 6 Featured Products
- Premium Business Listing in respective business categories
- (1) Facebook Posting with a link to the advertisers website

\$495/yr

(Normally \$1150/yr)

Silver Business Package

- DanceComps.com Featured Profile Page
- Logo Displayed on the Studio Resource Center Home Page
- Ability to display up to 12 Featured Products
- Premium Business Listing in respective business categories
- (2) Facebook Posting with a link to the advertisers website or products
- (1) Personalized E-blast to our Studio & Teachers only blast list of 2500+ Studio Decision Makers

\$950/yr

(Normally \$1650/yr)

Gold Business Package (Limited Gold Packages Available)

- DanceComps.com Featured Profile Page
- Logo Displayed on the Studio Resource Center Home Page
- Ability to display up to 12 Featured Products
- Premium Business Listing in respective business categories
- (3) Facebook Posting with a link to the advertisers website or products
- (1) Personalized E-blast to our Studio & Teachers Only blast list of 2500+ Studio Decision Makers
- (1) Follow Up E-blast
- 3000+ Ad Network Impressions on the DanceComps Banner Ad Network

\$1650/yr

(Normally \$2800/yr)

Platinum Package (Limited Platinum Packages Available)

- DanceComps.com Featured Profile Page
- Logo Displayed on the Studio Resource Center Home Page
- Ability to display up to 24 Featured Products
- Premium Business Listing in respective business categories
- (3) Facebook Postings with a link to the advertisers website or products
- (1) Personalized E-blast to our Studio & Teachers Only blast list of 2500+ Studio Decision Makers
- (2) Follow Up E-blast
- 5000+ Ad Network Impressions on the DanceComps Banner Ad Network

\$2400/yr

(Normally \$3900/yr)

Product Details & Package Add-ons

Geotargeted Banner Advertising

Gone are the days of wasting valuable time and money blanketing large areas with postcards and untrackable magazine ads. Geotargeted Banner Advertising gives our clients the ability to focus their advertising budget on the exact city or country and demographic they are looking for

How Geotargeting works: DanceComps.com currently has banner advertising placed throughout our website with the ability to show specific ads to our users, based on their location. This gives competitions the ability to place a "We are coming to Houston, TX" ad to be seen by Houston and it's surrounding areas. Local "call to actions" which reference a city greatly increase the click through rate of the advertisement. Monthly click reports are available for each of your target locations upon request.

City & Area Positions: We have broken up each city into "positions" based on the traffic that area delivers to DanceComps. Each city has 1-8 positions, an area like Manhattan, NY has 8 available positions and a city comparable to Albuquerque, NM has 2 positions. A DanceComps rep can help you determine the amount of positions that are available in your target areas and cities.

Claiming Your Positions: Claiming your positions is on a first come first serve basis, and your position is not reserved until your contract has been submitted. An advertiser has the ability to become the sole advertiser in an area by purchasing all positions or will equally share the space with the owners of the other positions. Please call or e-mail us with which cities you are looking to target, a DanceComps Rep will let you know how many positions are available in each target city. Once your contract is submitted the amount of positions in that city and your position is locked in for one (1) full year of advertising. Upon expiration of the contract you will be given the ability to renew before the positions are offered to other advertisers. Positions in a city may increase if there are no active contracts for the positions in that city.

Ad Specifications: 300px W x 250px H - Please provide your banner in either JPEG, GIF, or Flash Animation. If you are planning on using Flash, please provide both a Flash Animation as well as a JPEG image for non-flash compliant devices. DanceComps.com reserves the right to pull any overly distracting, misleading or offensive advertising. Rule of thumb: If you wouldn't want the ad on your own website, please do not ask us to place it on ours.

Cost Per Position: \$200

City / Area Name	Total Positions	Client's Position(s)	Date
1. _____	_____	_____	_____

2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____

Client Initials: _____

Total Client Positions Total Cost

x 200 =

The client is responsible for reviewing and approving the above ad positions. Client Positions may be added at anytime throughout the year, which will result in an updated contract.

Need help designing your banner ads?

We aren't just DanceComps.com, we are a full service design and web development agency with a love for dance. Our design team can help put together the perfect ad banner for your campaign. Our reduced hourly rate for Featured Comps is \$40/hr and a quote can be provided upon request. Most JPEG ads take 2-4hrs to design and Flash Ads take 8-12hrs but once it is made, it's yours to keep!

I want DanceComps to quote out designing my banner.

Quoted Cost:

Personalized E-blasts

Looking to reach out directly to the studios? Our studio e-blast list contains over 2500+ studios and teachers waiting to hear from you. Our list has been grown organically and continues to grow each and every day!

How to use our blast list: Separate from our 50,000+ blast list, DanceComps has an organically grown list of over 2500 competition competing studios. All you need to do is supply us with graphics and information you want in the e-blast and we'll do the rest. The e-blast will be sent using a professional bulk e-mailer and has a 99% delivery rate. This ensures your e-mail reaches each and every studio on our list. To increase open and click through rate the e-mail will be delivered using a DanceComps header and e-mail address, to ensure the user that the information is coming from a reputable source. Two weeks post e-blast, a click and open report will be provided to the client for review. DanceComps allows a limited amount of e-mails per month, as we recommend scheduling all blasts in advance.

Non-Competition and Convention E-blasts can be scheduled during the months of November-July unless otherwise noted.

E-blast Specifications: Client will be responsible for providing graphics, and information for the e-blast. The e-blast is 800px wide with a maximum height of 2000px. DanceComps strongly recommends using a Call To Action such as a Promotion, Coupon, or Contest to increase user clicks. Our team will be available to assist with any questions or ideas regarding your e-blast promotion.

Initial E-blast Setup & Deployment: \$600

Follow-up Blasts E-blast: \$300

A follow-up blast is the same e-blast scheduled to be sent out a second time. Text updates are included in the cost of the follow-up blast but major design changes may incur additional costs. Please ask your DanceComps Rep for more information.

Week of E-mail Blast

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

Clients Initials: _____

Featured Business

Competitions & Conventions aren't the only ones that can benefit from our demographic. Advertising your business here!

This contract is valid once signed and will remain valid for (1) one year from the Client sign date. DanceComps.com agrees to display your business as a featured business which includes the following:

- DanceComps.com Business Profile Page
- Login information for Business Profile Page with the ability to create and edit products.
- Logo displayed on Studio Resource Center Home Page (A maximum of 8 logos will be displayed on the Studio Resource Center Home Page. Featured Logo's positions and impressions are rotated evenly.)
- Premium Business Listing in respective business categories.

Client is responsible for updating of profile, products, and information. DanceComps.com will provide the Client with training on our easy to use admin system. Any person with knowledge of e-mail and applications like facebook will be able to update their own profile.

Please select which Package you would like:

If you selected a package on page 1 or 2, you do not need to select a plan here. Just fill out your business information below!

- \$950.00 - Featured Business will be allowed to display 3 Products
- \$1150.00 - Featured Business will be allowed to display 6 Products
- \$1450.00 - Featured Business will be allowed to display 12 Products
- \$1950.00 - Featured Business will be allowed to display 24 Products

This information will be displayed on your DanceComps.com Business profile:

Business Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____

E-mail: _____

Website: _____

Clients Initials: _____

Billing & Legal

Please read this information over carefully and fill out all required information.

This document will serve as a contract between DanceComps.com and (Client) _____. This contract is valid once signed and will remain valid for (1) one year from the Client sign date. Any addendum to the contract will be initiated by both your DanceComps Rep and the Client.

Client agrees to pay DanceComps the total amount indicated by the total field below. Once DanceComps.com has received this signed contract by mail or fax, Client's account will be activated. Client then has 1 week to provide payment via Check or Credit Card or Client's account will be revoked until payment has been placed. Client assumes liability for the contents of all profiles and advertising and agree to indemnify DanceComps.com against any damages and related expenses (including attorneys fees).

DanceComps.com 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 DanceComps.com's control. DanceComps.com is not responsible for errors and shall have no liability for damages due to an error in text or graphics.

DanceComps.com reserves the right to delete, edit, or revoke any accounts which use inappropriate language or abuse the administrative system. All posted events must be legitimate and are subject to review by DanceComps.com.

Metal Package Total: _____

Geotargeted Ad Total: _____

Personalized E-blast Total: _____

Featured Business Total: _____

Total: _____

Payment Type:

Check Credit Card Paypal

Make all checks payable to **Superior Media & Marketing**, mail to:

Superior Media & Marketing
Attn: DanceComps.com
3 Pinehurst Dr.
Saratoga Springs, NY 12866

please circle one



Credit Card Payments can be made by calling **518.291.9616** or by filling out and faxing in the following information. **Credit cards will be charged by our parent company Superior Media.**

CC#: _____

Expiration: _____ Name on card: _____

Billing Information:

Business Name: _____

Contact Name: _____

Billing Address: _____

City, State, ZIP: _____

Phone: _____

E-mail: _____

- Please automatically renew my Featured Competition or Business account in order to prevent a disruption of service. The client will be notified of the renewal before DanceComps.com charges the account.

Client Authorized Signature _____

Print Name _____

Date _____

Thank you for your business!
We look forward to working with you!



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