



Advertising Insertion Application

Website Address (URL) to be Listed: http:// _____

Company Name: _____

Street Address: _____

City: _____

State or Province: _____

Postal Code: _____

Country: _____

Contact Person: _____

Title: _____

E-mail: _____

Telephone: _____

Fax: _____

Category(s) Desired: _____

40 word description of your company and/or product: _____

Desired Category Location: ie. Equipment; tools; etc.



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Advertising Opportunities

- ❑ **Banner Coverall (Plan A):** Cost = US \$8000.00 - This banner is randomly rotated throughout all the web pages (Home Page, Category pages, and E-mail pages, E-commerce pages) so that you have the greatest potential to reach the most visitors for your advertising dollar. The advertising period is for one year.

Concrete.com will include a free link on the Concrete Industry or Residential web page sections (valued at \$1000.00 for one year) for every one of our advertisers who purchases a Home Page Location Coverall Banner Ad.
- ❑ **Banner Target (Plan B):** Cost = US \$4000.00 - This banner is in a set position on a designated web page within our site to target a specific market of visitors. This can be static or animated. The advertising period is for one year.
- ❑ **Banner Dr. Concrete Page (Plan C):** Cost = US \$5950.00 - Dr. Concrete, the man with all the concrete answers, has the second highest viewed page on Concrete.com. This banner can be static or animated and the advertising period is for one year.
- ❑ **LOGO Link (Plan D):** Cost = US \$1,000.00 - Logo Link ads deliver a graphical and highly visible marketing message to your target audience. This link(s) will send Concrete.com visitors to YOUR WEBSITE for maximum impact. Choose from many listed Categories available, Industry and Residential. If there is no category listed, we'll create one!
- ❑ **LOGO Link (Plan D-2):** Cost = US \$500 Second Logo Link ad
- ❑ **LOGO Link (Plan D-3):** Cost = US \$250 Third Logo Link ad
- ❑ **HOT LINK hyperlink (Plan E):** Cost = US \$299.00 - A text link from CONCRETE.com to your WEBSITE. A great way for Concrete visitors to find your products within your website.
- ❑ **Weather Sponsorship (Plan F):** Cost = US \$5,998 - Includes a one year placement of two logo graphics with links to your website on our site. Both graphics can be on the same page, or there can be one graphic each on two pages. Ad views and click-through will be monitored for you, but you will not be limited to a specified number of ad views or click-through. This plan includes placement for one full year in the featured category of your choice.

Concrete.com - 4501 Shaw Lane - Austin, Texas 78744 - 512-389-2113 ext. 53



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CONCRETE.COM ADVERTISING CONTRACT

INTRODUCTION: Concrete.com provides you access to our website subject to your compliance with the terms and conditions below (the "Agreement"). Please read this Agreement carefully. By enrolling as an advertiser with

Concrete.com, you, the Advertiser, agree to be bound by these terms and conditions. In this Agreement, "you" and "your" refer to the Advertiser.

USE: Our website, for purposes of this Agreement, is all the areas of the Concrete.com website where banner advertisements and hyperlink listings are displayed. Additionally, your advertisements may come up as a result of a keyword search. These results are viewed at Concrete.com's branded website (<http://www.concrete.com>) or at a third-party licensee of Concrete.com. You understand and agree that consumers may view and access your search listing advertisement(s) from either Concrete.com or from a third-party website that is a licensee of Concrete.com.

PAYMENT: All advertising on Concrete.com is prepaid for one year in advance. In most cases, you will be given the opportunity to renew your purchase and logo location via your account representative. You may pay Concrete.com by company check, cashiers check, or money order. You agree and represent that all information you provide for the purpose of enrolling, as an Advertiser will be accurate, complete, and current. Your right to access your account with Concrete.com is subject to any limits established by Concrete.com, its contractors, or by your bank. If your payment is not acceptable for any reason, Concrete.com reserves the right to suspend or terminate your account with Concrete.com.

REPRESENTATIONS AND WARRANTIES: You represent and warrant that you have sufficient authority to enter into this Agreement. You represent and warrant that your search listing advertisement(s) meet the standards of the Advertiser Submissions section (above).

INDEMNIFICATION: You hereby indemnify and hold harmless Concrete.com, its licensors, licensees, consultants, contractors, agents, and employees from any and all liabilities, costs, and expenses, including without limitation reasonable attorney's fees, that may arise from your use of the Concrete.com website and/or your breach of the terms of this Agreement, including without limitation the breach of any representation or warranty. You will be solely responsible for defending any claim, payment of damages, or losses resulting from the foregoing to both a third party and Concrete.com. Concrete.com reserves the right to discontinue any search listing that may violate any of the terms in this Agreement.

CANCELLATION OR TERMINATION: If you are dissatisfied with the Concrete.com website or with any of the terms and conditions contained herein, your sole and exclusive remedy is to terminate your account with Concrete.com. You may cancel your participation in Concrete.com at any time by sending a message to: gaylon@concrete.com. Concrete.com may, in its sole discretion, terminate your account and discontinue your participation in the Concrete.com website, or your use of any search term, if Concrete.com believes that you have violated this Agreement or other policies or guidelines that Concrete.com may post on its website. Concrete.com may also terminate your account if Concrete.com believes your conduct is harmful to other consumers and/or advertisers who participate in Concrete.com. All decisions made by Concrete.com in such matters will be final.

IMPORTANT: CANCELLATION OR TERMINATION DOES NOT ENTITLE YOU TO A REFUND. PLEASE SEE THE SECTION ENTITLED "REFUNDS" FOR MORE INFORMATION.

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REFUNDS: If you decide to terminate your account and you notify Concrete.com, your account will be deemed terminated when Concrete.com receives the notice. Concrete.com will not refund any funds paid to Concrete.com for advertising.

SUBMISSIONS: By submitting materials to Concrete.com, you are irrevocably granting Concrete.com the right to use all parts of the materials, without limitation, as if the materials were in the public domain, including modifying the materials or using them commercially and/or authorizing others to do so.

NOTICES: Concrete.com may give general notices to you by posting on the Concrete.com website or, if possible, by electronic mail to your e-mail address. You may give notice to Concrete.com by e-mail to: gaylon@concrete.com

CHOICE OF LAW: This Agreement shall be construed and controlled by the laws of the State of Texas. Any dispute arising from this Agreement, including without limitation a breach of this Agreement, shall be governed by the laws of the State of Texas. You agree to submit to the jurisdiction of the state and federal courts located in Austin, Texas.

OTHER: This Agreement constitutes the entire Agreement between the parties with respect to the subject matter contained herein and supersedes all previous and contemporaneous agreements, proposals, and communications, written or oral, between you and Concrete.com. Concrete.com may change this Agreement at any time upon notice published on the Concrete.com website. Any use of Concrete.com after such notice shall be deemed to be continued acceptance of this Agreement, including its amendments and modifications. Concrete.com reserves the right to discontinue offering its website at any time.

SIGN HERE TO ACCEPT THE TERMS AND CONDITIONS OF THIS AGREEMENT:

Signature

Printed Name

Date

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Payment Plans:

Select	Plans	Quantity	Multiply	Unit Price	Equals	Total Price	Plus Tax**	Equals	Grand Total
<input type="checkbox"/>	Plan A	_____	x	\$8,000	=	\$ _____	+	_____	= \$ _____
<input type="checkbox"/>	Plan B	_____	x	\$4,000	=	\$ _____	+	_____	= \$ _____
<input type="checkbox"/>	Plan C	1	x	\$5,950	=	\$ _____	+	_____	= \$ _____
<input type="checkbox"/>	Plan D	1	x	\$1,000	=	\$ _____	+	_____	= \$ _____
<input type="checkbox"/>	Plan D-2	1	x	\$500	=	\$ _____	+	_____	= \$ _____
<input type="checkbox"/>	Plan D-3	_____	x	\$250	=	\$ _____	+	_____	= \$ _____
<input type="checkbox"/>	Plan E	_____	x	\$299	=	\$ _____	+	_____	= \$ _____
<input type="checkbox"/>	Plan F	_____	x	\$5,998	=	\$ _____	+	_____	= \$ _____

** Please add Sales Tax of 8.25% to your total order.

Total: _____

Payment Method: Company Check Cashier's Check Money Order

Amount of Your Payment in U.S. Dollars: \$ _____

Thank you for joining the Concrete.com partnership! We look forward to working with you!

Please mail your completed, signed Contract and Payment to:

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**Concrete.com LLC, Attn: Accounts Payable
P. O. Box 19185, Austin TX 78760 U.S.A.**

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