



- **Benefit:** Advertiser is able to promote their general business and in addition given the opportunity to promote a specific product and/or service in ad copy.
- Able to target by city, region or national
- **Budget Range:** \$500-\$1499
- **Search Engines:** Google & Yahoo
- **Customer Participation** – 40 core foundation keywords/maximum (to build keyword list) Conference call to set expectations, determine business focus, discuss ad copy. No keyword proof for approval.
- Allow 2 to 3 weeks or less for set-up
- Minimum Agreement: 6 months *
- \$75 one time set-up fee
- **Report:** number of clicks, & top performing keyword once a month.

*\$50 early termination fee



- **Benefit:** Customized – Campaign is tailored to advertiser’s specific needs. Advertiser has opportunity to promote and focus on multiple objectives in ad copy while promoting their regular business and utilizing tracking options. Generate more qualified leads (clicks).
- Able to target by city, region or national
- **Budget Range:** \$1500-\$4999
- **Search Engines:** Google, Yahoo, MSN & Ask.com (or any combo)
- **Customer Participation** – 40 core foundation keywords to build keyword list. Conference call at least once per quarter to determine customer’s needs. Keyword list and ad copy provided for feedback and approval.
- Allow 3 weeks or less for set-up
- Minimum Agreement - 3 months *
- \$125 one time set-up fee
- **Report:** number of clicks, top performing keywords & top page views. Phone and email tracking along with conversion tracking (what’s working/what’s not). Once a month.

*\$50 early termination fee