



Gaslamp.org Advertising Agreement

| | | | |
|-----------------------------------|--|----------------|--|
| Advertiser/Business Name | | | |
| Advertiser's Representative Name | | | |
| Advertiser's Representative Title | | | |
| Billing Address | | City/State/Zip | |
| Phone | | Fax | |
| Email | | | |

Current Advertising Options

| <u>Spotlight Native Advertising</u> | | |
|--|----------------|---|
| Cost | \$1000 / month | Submission Guidelines <ul style="list-style-type: none"> Image must be 1542 pixels wide by 896 pixels tall. The content of the ad should be a photo that represents your business well (e.g. interior shots of your establishment, close-up of a signature item, etc.). RGB color mode; acceptable file formats are .jpg, .gif, or .png. No banner ads, animated images, and "digital flyers" will be accepted. |
| <i>Spotlight ads are available on the Dine, Play, Stay, Shop, Arts, Family, and Plan Your Visit Pages.</i> | | |

| <u>Category Leaderboard</u> | | |
|--|---------------|--|
| Cost | \$500 / month | Submission Guidelines <ul style="list-style-type: none"> Image must be 728 pixels wide by 90 pixels tall. RGB color mode; acceptable file formats are .jpg, .gif, or .png. No animated images or flash files will be accepted. |
| <i>Category leaderboards will be at the top of the content section of each Category page such as Dine or Play.</i> | | |

| <u>Category Tile</u> | | |
|--|---------------|---|
| Cost | \$350 / month | Submission Guidelines <ul style="list-style-type: none"> Image must be 300 pixels wide by 250 pixels tall. RGB color mode; acceptable file formats are .jpg, .gif, or .png. No animated images or flash files will be accepted. |
| <i>Category tiles will be at the right side of the content section of each Category page such as Dine or Play.</i> | | |



| <u>Directory Leaderboard</u> | | |
|---|---------------|--|
| Cost | \$350 / month | Submission Guidelines <ul style="list-style-type: none"> Image must be 728 pixels wide by 90 pixels tall. RGB color mode; acceptable file formats are .jpg, .gif, or .png. No animated images or flash files will be accepted. |
| <i>Directory leaderboards will be at the top of the content section of each Directory page such as Steakhouse or Seafood.</i> | | |

| <u>Directory Tile</u> | | |
|---|---------------|---|
| Cost | \$250 / month | Submission Guidelines <ul style="list-style-type: none"> Image must be 300 pixels wide by 250 pixels tall. RGB color mode; acceptable file formats are .jpg, .gif, or .png. No animated images or flash files will be accepted. |
| <i>Directory tiles will be at the right side of the content section of each Directory page such as Steakhouse or Seafood.</i> | | |

| <u>Premium Listing</u> | |
|--|---------------|
| Cost | \$150 / month |
| <i>Enhanced business listing that will include priority positioning in alphabetical order within chosen directories, business logo, description, and a link to a custom page that features the business. This page can include pictures, video, menus, coupons, information about the venue, and a link to business website.</i> | |

Selected Advertising Campaign

| AD TYPE | DIRECTORY | CATEGORY | TOTAL |
|---------|-----------|----------|-------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Notes or Special Instructions:



Payment Agreement

Payment Cycles

The Gaslamp Quarter Association has three billing cycle types: monthly, quarterly, and annual billing. Discounts are offered for quarterly and annual billing. Please select from the options below:

- Monthly Billing* Quarterly Billing Annual Billing
Full Price *5% Discount* *10% Discount*

*Monthly subscribers must provide a valid credit card to be billed on the first of each month.

Payment Method

In order to keep administrative costs down and to pass on those savings with a discounted rate to its members, the GQA encourages advertisers to take advantage of our revolving credit payment option (Monthly Billing requires revolving credit payments). Advertisers may utilize their business/company-authorized credit/debit card to authorize a recurring monthly payment. Each month charges will be applied until 30 days' written notice after contract is canceled.

- I approve of the utilization of the revolving credit payment option. (Please complete the form below)**

| | | | |
|-----------------|--|-----------------|--|
| Name on Card | | | |
| Card Number | | Expiration Date | |
| Billing Address | | City/State/Zip | |
| Signature | | Date | |

Advertisers may pay by check. Remit payment to Gaslamp Quarter Association. Annual payments required. No refunds given if cancelled prior to the one-year term. Advertisements will only be posted when paid in full. Any advertisements with outstanding monthly fees will be removed from the website.

- I would like the invoice payment option. (Please complete the form below)**

| | | | |
|----------------------|--|----------------|--|
| Billing Contact Name | | | |
| Billing Address | | City/State/Zip | |
| Signature | | Date | |

Checks may be mailed or hand-delivered to the GQA Office:

Gaslamp Quarter Association

614 Fifth Avenue, Suite E, San Diego, CA 92101 | Office (619) 233-5227 | Fax (619) 233-4693



Terms and Conditions

1. All ads must be paid in full in advance prior to posting. Payment may be made by check, credit card, or debit card.
2. It's the Advertiser's responsibility to provide your ad to Enne Bi Communications within one (1) week of contract signing in order to facilitate timely upload of content to the website.
3. All ad spaces will be reserved by the order they are received (with completed advertising agreement and payment completed) by the Gaslamp Quarter Association ® ("GQA"). In the case of dispute or challenge of the order of reservation, the GQA Executive Director will make the final determination.
4. Cancellation of advertising on revolving credit payment program must be submitted in writing 30 days prior to cancellation date. Refunds, if warranted, will be less any outstanding charges for work already performed and a 20% administrative fee.
5. The GQA is not responsible for delays in delivery or non-delivery caused by any condition.
6. All contents of advertisements are subject to the GQA's approval. GQA reserves the right to refuse or revise any and all copy or graphics for any reason. When, in the opinion of GQA, any advertisement resembles news matter, such advertisement shall be plainly designated by the word "advertisement" or "sponsored content."
7. The GQA reserves the right to revise its advertising rates at any time upon thirty (30) days' notice in writing. Advertiser may cancel this agreement without charge on the date higher rates become effective, provided written notice of cancellation is given to GQA before said date.
8. Advertiser is permitted one complimentary artwork change per month. Each additional artwork change will incur a \$50 per change fee.
9. Page, section, and position of all advertisements shall be at GQA's option and on a first-come, first-served basis. Any provision in an advertising order purporting to require a particular page or position will not be binding on GQA, but shall be treated as a request only. In no event will adjustments, reruns, or refunds be made because of the page, section, or position in which an advertisement has been published.
10. Advertiser is responsible for checking advertising copy for corrections and providing GQA with prompt written notice of errors or changes within GQA's deadline. In case of GQA's error in the publication of advertising, GQA will not be liable for an amount greater than the cost of the space actually occupied by the section of the advertisement in which the error occurs. GQA reserves the right to adjust in full any error by publishing a corrected insertion. No claims will be allowed for more than one incorrect insertion, or for errors not affecting the value of the advertisement. GQA shall not be responsible for failure to honor any cancellation notice received by telephone, nor for any errors in advertisements received by telephone.
11. GQA shall not be liable for any consequential damages, whether or not foreseeable, which may occur because of an error in an omission of a part of the whole of any advertisement, or for the failure to print or distribute an advertisement.
12. In the event of a billing dispute, Advertiser must promptly pay all amounts not subject to dispute, and notify the Advertising Director in writing of any payment withheld, and the reasons therefore. Advertiser shall cooperate with GQA in the prompt resolution of disputes.
13. GQA may, at their option, cancel this agreement at any time, without notice, for a breach thereof, and in event of cancellation, Advertiser agrees to pay the rate earned in effect at the time of cancellation for all space used under this contract. GQA reserves the right to cancel this agreement at any time for any other reason; in which event Advertiser agrees to pay for all volumes used at the rates then currently earned.
14. GQA is not bound by any verbal agreement, nor by any arrangement not specifically stated in this agreement. Waiver of any of the terms of this agreement by GQA for the convenience of the Advertiser shall not prevent GQA from subsequently enforcing all the terms hereof.
14. This agreement constitutes the final, complete, and exclusive statement of the terms of the agreement between the parties and supersedes all prior and contemporaneous understanding or agreements of the parties. Any change to this agreement must be made in writing. Waiver of any of the terms of this agreement by GQA for the convenience of the Advertiser shall not prevent GQA from subsequently enforcing all the terms hereof.
15. If any legal proceedings are brought to collect any amounts due, the Advertiser agrees to pay to GQA, in addition to the regular charges under this agreement, a reasonable sum as collection and attorneys' fees. Future advertising, even prepaid, may be refused by GQA until GQA is reimbursed for collection and other fees paid to collect a delinquent account.
16. Advertiser may, within the period covered by this agreement, earn lower rates that are herein specified, if and when the volume used equals or exceeds that required for a greater volume as per GQA's applicable rate book. Accrued refund will be made at the expiration of the agreement year on annual contracts and monthly on monthly agreements, provided, however, that all conditions and covenants herein shall have been faithfully performed and that all sums owing to GQA, including but not limited to advertising costs, attorneys' fees, court costs, interest or service charges and collection agency fees, have been paid in full, or authorization is given to GQA to deduct all such sums from any potential earned rebate.
17. If the entire amount of space specified herein is not used, Advertiser will pay the rate earned for the volume used as per GQA's applicable rate book. Acceptance of payment for advertising as billed shall not be construed as a waiver by GQA of the right to make subsequent adjustment to the rate actually earned.
18. This agreement is governed by the laws of the State of California, and the City and County of San Diego, in which the principal office of GQA is located, shall be the forum for any legal action relating to this agreement and to advertising placed or published.



This agreement shall not be binding until accepted and signed by the GQA. Advertiser agrees to pay for and be fully responsible for payments of all sums, which may become due the GQA under this agreement.

Advertiser Signature *Date*

Ad Sales Rep Signature *Date*

GQA Representative Signature *Date*