

Advertiser Information

Name: _____ **Title:** _____

Company: _____ **Phone:** _____

Address: _____ **Email:** _____

Ad Placement & Pricing Options

- | Ad Slot | CPM Rate |
|---|----------|
| <input type="checkbox"/> 160x600 Wide Skyscraper | \$10.00 |
| <input type="checkbox"/> 300x250 Medium Rectangle | \$12.50 |

Impression Frequency

- Please serve ads as impression inventory is available.
(i.e. no monthly impression cap)
- Please limit monthly ad impressions to _____.
(minimum cap of 1,000 impressions per month)

Campaign Duration

- Start on this date: _____
- End on:
- No end date *(the campaign may be cancelled at any time)*
 - Specific date: _____
 - Please end the ad campaign when the total lifetime impressions reach: _____

Monthly Billing Calculation

Your credit card will be charged at the beginning of each month at the applicable CPM rate times the total number of ad impressions served during the previous month.

Monthly Analytics Reports

Advertisers will automatically receive reports summarizing banner ad impressions and click-through statistics.

Please send copies to the following email address(es):



Ad Impression & Click-Thru Reports Available

Payment Information

Visa MasterCard American Express

Name on Card: _____

Card Number: _____

Authorized Signature: _____

By signing, you accept the terms of this online advertising agreement and authorize payment of the monthly ad fees according to your card issuer agreement.

Address on Card (if different from above)

Expiration Date: (month/year) ____ / ____

Today's Date: (month/day/year) ____ / ____ / ____

General Instructions

- Send ad creatives to ads@automotiveoem.com. Indicate in the email message body the URL of the destination page as well as any special tracking code.
- Acceptable ad formats are JPEG, GIF, PNG and Flash (other formats may be available upon request). Suggested maximum ad size is 60 kilobytes. Although larger ads may be accepted on occasion, please ensure that the file size is kept to a minimum.
- Ad creatives should blend well with the look and feel of the AutomotiveOEM.com website for best click-thru results. As a general rule, tastefully-designed Flash or animated GIF ads provide higher conversion rates than static images.

Notes

- Banner Ads are non-exclusive run-of-site advertisements and may rotate with other ads with preference given to higher CPM-rate ads.
- The 160x600 'skyscraper' banner ad slot may not display (by design) on certain mobile-sized browsers. No impression will be logged, or billed, for this ad unit in such cases.
- Available impression inventory may fluctuate and is not guaranteed.
- CPM rates are guaranteed for 12 months.
- AutomotiveOEM™ reserves the right to decline advertisements from organizations not particularly suited to its target audience as well as the right to reject ad creatives which may be offensive, irrelevant to the automotive original equipment manufacturing supply chain or otherwise distract from the site's editorial goals, as solely determined by AutomotiveOEM™.
- The advertiser agrees to defend, hold harmless and indemnify AutomotiveOEM™ and its agents from all damages, costs, and expenses, of any nature whatsoever, including but not limited to reasonable attorneys' fees, for which AutomotiveOEM™ or its agents may become liable by reason of its publication of the advertiser's online advertisement. The Advertiser agrees to assume full responsibility for the content and display of the advertisement submitted.
- The advertiser expressly agrees that this agreement shall be governed by and construed in accordance with the laws of the State of Michigan and the United States. Exclusive jurisdiction and venue for any proceedings arising pursuant to this agreement shall be Kent County, Michigan. AutomotiveOEM and AutomotiveOEM.com are trademarks.

If you need assistance, please contact our office at **(248) 368-0200**.

(Monday through Friday, 9:00 am to 5:00 pm Eastern Standard Time)

AutomotiveOEM™

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Troy, Michigan 48083

<http://automotiveoem.com>

(Revised January 2017)