



Advertising 2023-2024

Prepared for:

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Pioneer Career and Technology Center

Prepared On:
06-26-2023

Expires On:
07-17-2023



Project Overview

In this project we will....

- Continue to generate awareness for Pioneer Career and Technology Center through digital display advertising on Richland Source

Deliverables

Digital Display Advertising

Campaign summary:

- Campaign Dates: August 1, 2023 - July 31, 2024
- Total Impressions: 930,000
- Platforms to be Used: Richland Source
- CPM Rate: \$8

Pioneer Career and Technology Center responsibility:

- Ad creatives must be received a minimum 3 business days prior to the start of your campaign. Failure to do so may result in a delay in your campaign start.
- If Richland Source/SBS is completing the ad design, Pioneer Career and Technology Center is responsible for completing the ad design questionnaire within 3 business days of contract signing. You will be asked to provide a high resolution logo file along with any important brand guidelines (colors, fonts, imagery etc) that you want used in your ad. Failure to complete the design questionnaire may delay the start of your campaign.
- You may update your ad on a monthly, bi-monthly or quarter basis. Please send over the appropriate sizes (see below) and specs when applicable. Please allow 1-2 days to update the ad graphics and URL if needed.

Ad Specs

We have a variety of ad sizes optimized for mobile and desktop available to our advertisers.

You must provide a minimum of 3 ad sizes for you flight.

Ad sizes include:

300x250 (mobile & desktop)

320x50 (mobile)

320x100 (mobile)

728x90 (desktop)

970x250 (desktop)

Accepted formats include: jpeg, png, gif, html-5

File sizes must be smaller than 1MB. Please include a working URL to link the ads to.



Investment

Name	CPM	QTY x1,000 impressions	Subtotal
Display Ad Campaign	\$8.00	930	\$7,440.00

Subtotal **\$7,440.00**

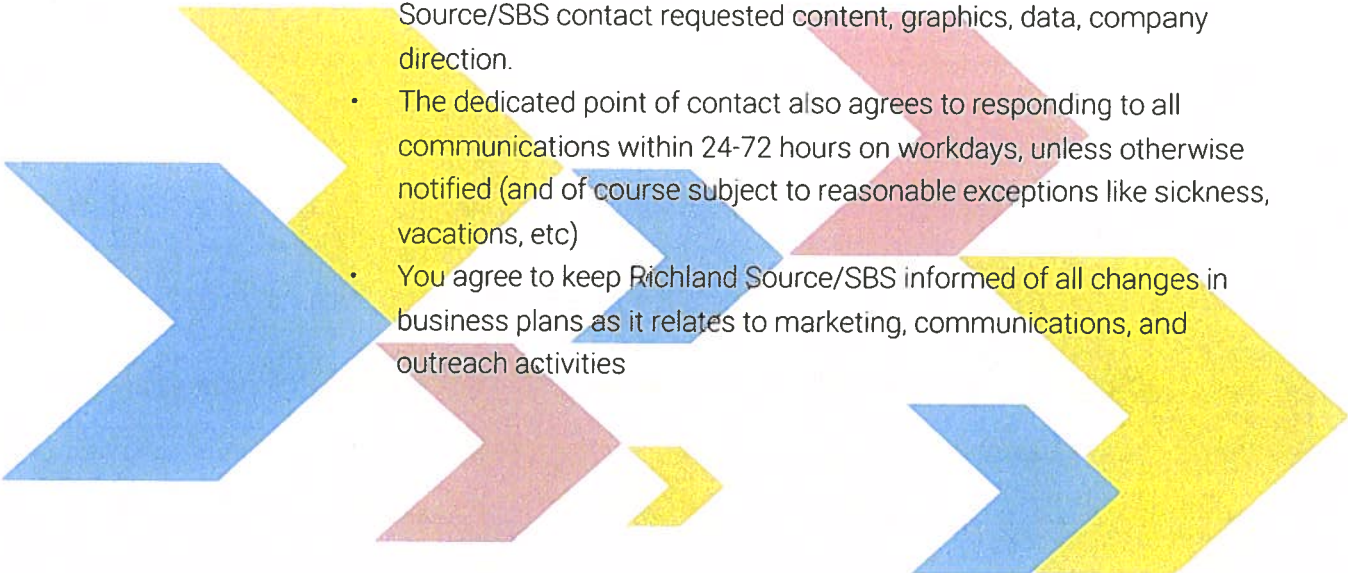
Total \$7,440.00

The Fine Print

We are looking forward to getting started on your project. It's important to us to have clear communication and expectations as we begin any new project. The details below help us ensure a great experience for everyone!

Assumptions & Client Obligations

- Pioneer Career and Technology Center will designate a single, dedicated point of contact with decision-making capabilities to work with our team.
- This individual will be responsible for delivering to their Richland Source/SBS contact requested content, graphics, data, company direction.
- The dedicated point of contact also agrees to responding to all communications within 24-72 hours on workdays, unless otherwise notified (and of course subject to reasonable exceptions like sickness, vacations, etc)
- You agree to keep Richland Source/SBS informed of all changes in business plans as it relates to marketing, communications, and outreach activities



- You will provide needed access to various digital assets including but not limited to: social media logins and passwords, website logins, any current analytics software used, any PPC campaign software used, etc. as necessary for your project. We will provide a full list of items required upon project launch.
- Richland Source/SBS team members will be accessible within the timeframe of workday hours as defined as 8 a.m. to 5 p.m. (EST) Monday through Friday. All client communication and meetings are expected to fall within this timeframe.

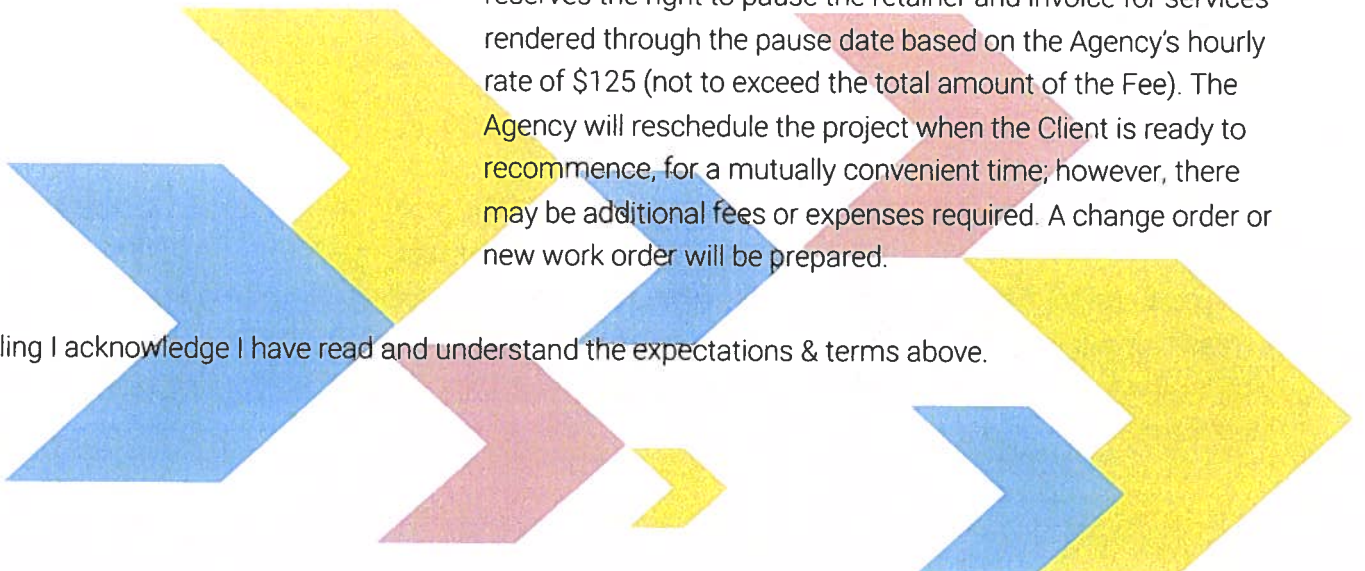
Terms & Conditions

- **Invoicing Policy - New/Returning Clients:** First-month invoices will be sent 1-2 business days after contract signing, regardless of whether one-time or monthly invoicing selected. Future monthly invoicing will occur at the end of each month. All invoices have a 30-day payment expectation unless otherwise stated.
 - If your project will not begin within 30 days of contract signing, we will send your invoice the month the project will begin.
- **Invoicing Policy - Current Clients Renewing Contracts/Adding to Existing Contract:** Current-paying clients with less than a 30-day gap of service will continue to receive monthly invoices at the end of each month, regardless of whether one-time or monthly invoicing selected.
- **Late Payment Policy:** Payment is due in full within 30 days of receipt of invoice unless otherwise stated or arranged. Payments exceeding 30 days will be referred to our Billing & Collections team. Payments not received within 90 days of invoice will incur a monthly 2% late payment fee.
- **New Work:** If there are any additional deliverables requested outside of the scope of this agreement, Richland Source/SBS will provide an estimate for approval to Pioneer Career and Technology Center. The Agency's billable hourly rate at \$125/hour will be applied and/or the current sale rate for advertising product.
- **Early Cancellation Policy:** Notice of cancellation must be received in writing (email notice accepted) 30 days in advance of the official cancellation date. In the event of an early cancellation, any discounts or considerations received by Pioneer Career and Technology Center over the length of the agreement will become due in full. Projects requiring labor hours, will receive a prorated invoice for the work completed to date of cancellation.
 - Should you choose to cancel your contract early, all outstanding balances plus any monies owed through the effective date of

your cancellation (30 days after you notify us of your intent to cancel) will become due immediately. You will receive a final statement via email and USPS of your account reflecting the above within 14 days of your notice of cancellation.

- **Delays:** In the case of any unreasonable or persistent delays, Richland Source/SBS reserves the right to pause the project and invoice for services rendered through the pause date based on the Agency's hourly rate (not to exceed the total amount of the fee). Richland Source/SBS will reschedule the project when Pioneer Career and Technology Center is ready to recommence, for a mutually convenient time; however, there may be additional fees or expenses required. A change order or a new agreement will be prepared.
 - **One-Time Project Fees (marketing & advertising).** In the scenario where Pioneer Career and Technology Center has a project that has already been paid in full and has not responded to any communication from Richland Source/SBS in two weeks or more, the agency reserves the right to pause the project. Depending on at which point the project has been paused, the Agency reserves the right to determine if the project shall restart. In the case that the project starts back up, the Agency will reach out to schedule a start date for a mutually convenient time; however, there may be additional fees required. A change order or new work order will be prepared for the Client to sign before the project commences once again. In the case that the project does not relaunch, the Agency will retain all fees paid unless otherwise specified in the proposal.
 - **Monthly retainers (marketing & advertising)** In the scenario where Pioneer Career and Technology Center is contracted on a monthly retainer and has not responded to any communication from Richland Source/SBS in two weeks or more, the Agency reserves the right to pause the retainer and invoice for services rendered through the pause date based on the Agency's hourly rate of \$125 (not to exceed the total amount of the Fee). The Agency will reschedule the project when the Client is ready to recommence, for a mutually convenient time; however, there may be additional fees or expenses required. A change order or new work order will be prepared.

By initialing I acknowledge I have read and understand the expectations & terms above.



Payment Agreement

We offer several payment arrangements.

- One time payment -- you will receive an invoice for the full contract amount upon contract signing with a net 30 payment term.
- Monthly payment -- We will evenly divide your contract into monthly payments through the duration of your project. Ad creative fees will be applied to the month that the creatives are designed.

Please select your preferred payment arrangement:

Billing Details

Richland Source/SBS uses an electronic billing system and invoices will be sent directly to your email. Please be sure to keep an eye on your spam folder just in case! Invoices will be sent from Stacey@carrouselproperties.com. We encourage you to add this email to your address book to avoid missing invoices.

Please complete the information below:

Pioneer Career and Technology Center

By signing below, I hereby acknowledge that I have completely read and fully understand the terms and conditions outlined in this document and consent to the execution of the marketing and advertising solutions selected for the agreed upon price outlined in this document.

