



Capistrano Unified Education Association

27422 Aliso Creek Road, Suite 100 • Aliso Viejo CA 92656 • (949) 900-2280

Web Site Advertising Agreement

This document is an agreement between Capistrano Unified Education Association (CUEA) and; _____ (the vendor), whereas CUEA will provide advertising space on selected electronic communications owned by CUEA. This agreement will begin when a signed copy of this agreement is received by CUEA and appropriate graphics can be properly loaded into electronic media. This agreement will run until the vendor gives at least two weeks' notice to CUEA of intent to stop advertising. CUEA retains the right to stop advertising at any time, without notice. Charges will be prorated to date of advertising stop.

- 1. Advertisement Description:** Vendor may sign up for a single advertising space on the Capistrano Unified Education Association (CUEA) web site home page and/or the "CUEA Update" email newsletter. The advertisement will appear as a "banner-style" ad on the CUEA website and a small banner or rectangle graphic on the CUEA Update publication. While specific locations and sizes of the vendor ads will always be up to the discretion of CUEA Executive Board, this contract dictates positions of graphics as they are located on the **Vendor Ad Specifications** page. CUEA also will retain the right to have multiple advertisements visible in the same general areas.
- 2. Advertisement size:** Will vary according to the specific location of intended graphic. See the **Vendor Ad Specifications**. All ads must conform to sizes given and must be static. No dynamic images.
- 3. Advertisement may contain:** Company logo, slogan, individual company web site link, general information about the company that can fit into the advertising space described above and must be appropriate to be placed in a public education audience.
- 4. Advertisement Frequency:** The CUEA Website is continuous on ongoing, so the vendor ad will be visible 24 hrs/day, 7 days/week. The "CUEA Update" will be delivered to the entire membership of CUEA at a minimum of once per month. Actual delivery frequency is generally once per week. If at any time, the CUEA website or the CUEA Update do not display to membership in a calendar month, the vendor will not be charged for services.
- 5. Agree to Pay Checked Items On A Monthly Basis;**

(Please check one or both items)

- CUEA Website Home Page
Monthly Base Rate - \$75.00
Per 1000 impressions (views) - \$2.80, billed per impression
Per click of ad - \$1.00 billed
- "CUEA Update" Email newsletter
Monthly Base Rate - \$75.00
Per 1000 impressions (views) - \$2.80, billed per impression
Per click of ad - \$1.00

6. **Disclaimer;** All vendor advertising will have a CUEA disclaimer (or link to..) near your graphic stating that the product or service being advertised is not necessarily endorsed by CUEA and that CUEA advertising income will directly support the CUEA student scholarship program.
7. **Ad Changes;** Graphics and text changes shall be kept to a minimum and only to correct errors. Excessive changes and graphics work required by the vendor and completed by CUEA, will be billed back to the vendor at an hourly rate of \$85/hour. The substitution of an identically sized image will not incur extra charges.
8. **Payment Terms;** The vendor will be billed monthly for the prior month's advertising. Payment is due upon receipt of invoice. Other payment and/or invoicing arrangements can be made on a case by case basis. Charges for impressions and clicks will begin being charged on the first full month of advertising. The "base rate" will be due for any full or partial month of advertising. Either party may end this agreement with written notification. The date of the notification or specification shall determine the final billing period.

Make checks payable to: CUEA Scholarship Fund

Payment should be sent to:

**Capistrano Unified Education Association (a.k.a. CUEA)
 Attn: Robyn Nixon, Treasurer
 27422 Aliso Creek Road, Suite 100, Aliso Viejo, CA 92656**

Web-ready graphics in .gif, .jpg, or .png format should be submitted to:

**HCS Design
 nheidner@hcs-design.com**

Web Site Advertising Agreement and Contract

Company Name: _____

Contact Name: _____

Email _____ **Contact Phone #:** _____

The Vendor agrees to all of the terms and rules mentioned in this Web Site Advertising Agreement the Capistrano Unified Education Association. The Vendor agrees to pay the monthly charges for advertising as indicated by their selection above.

Vendor Signature: _____ **Date** _____

Print Name _____

For CUEA: _____ **Date** _____

Print Name _____ **Position** _____