

Proposed Ad Positions for Big Sky Chamber of Commerce

Prices Valid Through 11/19/2010

WEBSITE	AVG PERFORMANCE HISTORY* (ALL ADVERTISERS/PAST 18 MO.S)	PRICE
All Yellowstone NP Lodging (http://www.aroundyellowstone.com)	1,071	\$783.91
All Yellowstone NP (http://www.yellowstoneparknet.com)	83	\$84.41
All Bozeman, MT (http://www.bozemannet.com)	417	\$393.79
All Jackson Hole, WY (http://www.jacksonholenet.com)	150	\$123.20
All Red Lodge, MT (http://www.allredlodge.com)	31	\$0.00
All West Yellowstone, MT (http://www.westyellowstonenet.com)	279	\$0.00
All Jackson Hole Winter (http://www.jacksonhole-skiing.com)	144	\$82.61
All Yellowstone Winter (http://www.yellowstonewinterguide.com)	22	\$13.20
Total:	2,197	\$1,481.12

All Yellowstone NP Lodging (www.aroundyellowstone.com)
1,071 leads to expect (based on all advertisers past 18 months) – \$783.91

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
Big Sky Montana Lodging	Featured Image Listing	11/19/10	04/22/11	5.13	\$7.00	10	51	\$35.91
Homepage	Spotlight (8)	11/19/10	02/28/11	3.40	\$220.00	300	1,020	\$748.00
							1,071	\$783.91

All Yellowstone NP (www.yellowstoneparknet.com)
83 leads to expect (based on all advertisers past 18 months) – \$84.41

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
Big Sky Montana	Category Feature 1. (1)	11/19/10	04/22/11	5.13	\$5.00	3	15	\$25.65
Big Sky	Spotlight (1)	11/19/10	04/10/11	4.73	\$5.00	7	33	\$23.65

Montana

<u>Big Sky Montana Lodging</u>	Profile Listing	11/19/10	04/10/11	4.73	\$2.00	4	19	\$9.46
<u>Skiing</u>	Category Feature 1. (1)	11/19/10	04/22/11	5.13	\$5.00	3	15	\$25.65
							83	\$84.41

All Bozeman, MT (www.bozemannet.com)

417 leads to expect (based on all advertisers past 18 months) – \$393.79

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
<u>ALLBozeman.com Homepage</u>	Spotlight (11)	11/19/10	04/10/11	4.73	\$25.00	17	80	\$118.25
<u>Bozeman Montana Skiing</u>	Spotlight (4)	11/19/10	04/10/11	4.73	\$10.00	10	47	\$47.30
<u>Bozeman Resorts</u>	Featured Image Listing	11/19/10	04/10/11	4.73	\$30.00	45	213	\$141.90
<u>Bridger Bowl</u>	Category Feature 2. (1)	11/19/10	04/22/11	5.13	\$3.00	2	10	\$15.39
<u>Ski Resorts</u>	Category Feature 1. (1)	11/19/10	04/10/11	4.73	\$0.00	6	28	\$0.00
<u>Skiing</u>	Category Feature 1. (1)	11/19/10	04/10/11	4.73	\$15.00	8	38	\$70.95
							417	\$393.79

All Jackson Hole, WY (www.jacksonholenet.com)

150 leads to expect (based on all advertisers past 18 months) – \$123.20

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
<u>Big Sky Ski Resort</u>	Featured Image Listing	11/19/10	03/31/11	4.40	\$3.00	6	26	\$13.20
<u>Jackson Hole Mountain Resort</u>	Spotlight (6)	11/19/10	03/31/11	4.40	\$10.00	13	57	\$44.00
<u>Teton</u>	Spotlight (6)	11/19/10	03/31/11	4.40	\$15.00	15	66	\$66.00

[Village](#)
[Wyoming](#)

150 \$123.20

All Red Lodge, MT (www.allredlodge.com)

31 leads to expect (based on all advertisers past 18 months) – \$0.00

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
Red Lodge Resort	Category Feature I. (1)	11/19/10	04/22/11	5.13	\$0.00	2	10	\$0.00
Ski Resorts	Category Feature I. (1)	11/19/10	04/22/11	5.13	\$0.00	2	10	\$0.00
Skiing	Category Feature I. (1)	11/19/10	04/22/11	5.13	\$0.00	2	10	\$0.00
							31	\$0.00

All West Yellowstone, MT (www.westyellowstonenet.com)

279 leads to expect (based on all advertisers past 18 months) – \$0.00

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
AllWestYellowstone.com Homepage	Spotlight (16)	11/19/10	03/31/11	4.40	\$0.00	60	264	\$0.00
Skiing	Category Feature I. (1)	11/19/10	04/22/11	5.13	\$0.00	3	15	\$0.00
							279	\$0.00

All Jackson Hole Winter (www.jacksonhole-skiing.com)

144 leads to expect (based on all advertisers past 18 months) – \$82.61

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
All Inclusive Vacation Packages	Related Listing	11/19/10	03/20/11	4.05	\$7.00	12	49	\$28.35
Grand Targhee Ski Resort	Related Listing	11/19/10	04/22/11	5.13	\$2.00	4	21	\$10.26
Jackson Hole	Related Listing	11/19/10	03/31/11	4.40	\$10.00	17	75	\$44.00

Mountain
Resort

144 \$82.61

All Yellowstone Winter (www.yellowstonewinterguide.com)
22 leads to expect (based on all advertisers past 18 months) – \$13.20

AD NAME	POSITION	BEGIN	END	MO'S	MO. RATE	MONTHLY AVG*	AVG PERFORMANCE*	TOTAL
<u>Yellowstone Area Skiing</u>	Spotlight (1)	11/19/10	03/31/11	4.40	\$3.00	5	22	\$13.20
							22	\$13.20

Big Sky Chamber of Commerce
Marne Hayes
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marne@bigskychamber.com
PO Box 160100
Big Sky, MT, 59716

GUARANTEED RESULTS

Based on over 15 years experience we guarantee conversions (sales). Your advisor will work with you to track sales and return on your investment. At the end of 90 days of advertising, if this ROI is not satisfactory, you receive a 100% refund.

Your Account Rep is **Mike Banville Phone: (307) 690-2835 Fax: (307) 734-0918 Email: mike@verticalmedia.com**

**SIGNATURE
DATE**

**CREDIT CARD
EXP CODE/DATE**

Terms

This agreement incorporates services outlined, as well as format and content, of any attached proposal. In accepting this agreement/proposal, you (heretofore referred to as the CLIENT) are purchasing the right to hold the specified positions for the dates indicated in this document from Vertical Media (heretofore referred to as VM or the PROVIDER).

Content

Vertical Media reserves the right to amend any client provided advertising text or imagery should it be deemed inappropriate or untruthful, or not fit within the specified technical parameters of a specific position.

VM also reserves the right to utilize imagery off the client's website to help populate any graphic ad content and, if necessary, write and populate the necessary ad copy so positions are not left inactive for prolonged periods of time.

VM also reserves the right to adjust its page layout and ad parameters at any time and will automatically update your advertising content (text and graphics) to the best of our ability, requiring no additional cost from you.

Historical Average Leads

This is a calculation of historical click throughs for the ad position proposed/contracted based on all vendors in that same ad type over the past 18 months. If you outperform the avg. it indicates that your product is more engaging than others vendors in that ad type/page based on price, location, your ad message, etc. If you underperform, your advisor will work with you on improving your ad message or adjusting your campaign to reach your target audience the most effectively.

Invoicing & Payments

Invoices will be submitted to you on or around the date(s) requested by you and agreed to by our representative. All unpaid balances over 30-days will incur a 1.5% per month interest charge.

Graphical ad content may be provided by the CLIENT to VM at no cost in any of the following file formats (JPEG, GIF, BMP or TIF). If client contracts for a graphical ad position and needs assistance from VM to build a suitable graphic, such services can be offered for a flat \$75.00 fee.

Contract Renewal

We understand that you are extremely busy. That is why our advisors make it so easy to get your campaign running. If you are unable to meet with your advisor when your campaign expires, we will automatically renew the recommended campaign for the upcoming year, and will wait until you have time to approve the proposal.

Due to the technical nature of internet web servers and computers in general, it is impossible for Vertical Media to guarantee 100% absolute operational uptime for all its promotional websites. As a result, the CLIENT agrees to release Vertical Media against any claims for loss of business - direct or consequential damages - that are not in our direct control.

* Historical Averages are based on the past 18 months for any advertiser in the ad position. These averages are offered as a courtesy to help you gauge the possible volume that may be referred from that position over the contract period and do not guarantee any specific quantity of leads.

MARKETING/ADVERTISING:

Media Placement	\$1,481	+	\$0	=	\$1,481
	\$0	+	\$0	=	\$0
Creative	\$500	+	\$0	=	\$500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,981		\$0		\$1,981