



## Oakes Estates Advisory Inc., Rights Policy

Oakes Estates Advisory, Inc., reserves the right, in its sole discretion, to censor, reject, alter, or refuse any advertising copy, or disapprove any advertising in accordance with any rules Oakes Estates Advisory, Inc. may now have, or may adopt in the future, concerning acceptance of advertising matter, but no change in advertising copy will be made without the prior consent of advertiser.

Oakes Estates Advisory, Inc. shall have the right to omit any advertisement when the space allotted to advertising in a particular web page has been filled. If an advertisement is omitted, the Advertiser shall not be responsible for payment for that pro rated portion of the contract between the Advertiser and Oakes Estates Advisory, Inc.

If any advertisement fails to appear, without the fault of the Advertiser, Oakes Estates Advisory, Inc., shall not be entitled to the pro rated payment for such deleted advertising. The Advertiser shall not be entitled to any other remedy for any failure by Oakes Estates Advisory, Inc. to place the ad on the Website.

Oakes Estates Advisory, Inc. shall not be liable for any error or misprint caused by the Advertiser. In the event of any error or misprint caused by Oakes Estates Advisory, Inc., its maximum liability shall be not more than the cost of the advertisement for that period of contract paid by the Advertiser.

The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed, and published pursuant to this Agreement, and shall indemnify and save Oakes Estates Advisory, Inc. harmless against any demands, claims, or liability for it.

Oakes Estates Advisory, Inc. shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert any advertisement provided for herein because of labor dispute, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, any act of God, or any other similar cause.

I have read and understand the terms and conditions of this agreement as printed on this agreement.

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Oakes Estates Advisory Inc., Advertisement  
Rate Card and Advertising Specifications  
[Http://www.oakesadvisory.com](http://www.oakesadvisory.com)

## **Rate card for Oakes Estates Advertisers**

Oakes Estates Advisory Inc., ([Http://www.oakesadvisory.com](http://www.oakesadvisory.com)) is owned and maintained by the Association representing the Oakes Estates Advisory, Incorporated (Oakes Estates). Our home page supplies Internet users and Residents of Oakes Estates in specific, with updates and information concerning their neighborhood. Our web page receives a weekly average of 100+/- visits (audited totals as measured by the Web Trends).

### **Placement of Advertising**

All advertising will be seen on a page or pages, designated for advertising only. A link to these advertising page(s) will be on the main page of [Http://www.oakesadvisory.com](http://www.oakesadvisory.com)

### **Payment Terms and Frequency Discounts.**

All advertising must be fully paid within 10 days of the date when the advertising begins running. Failure to pay will result in termination of the advertisement.

### **Rates:**

All rates quoted are for a 3 (three) month run unless otherwise noted. Advertising copy may be color or black and white, with no difference in pricing.

3 month run - \$50.00

6 month run - \$75.00

12 month run – \$125.00

### **Images/Logos**

The advertiser will supply Logos and images. Advertisements will be to the specifications listed below. Oakes Estates reserves the right to size images to fit the specifications of this rate card.

### **Ad Copy**

Images and information supplied must be in Administrator's possession by the 15<sup>th</sup> of the month to be considered for placement on the following month's Business Page.

### **Size:**

A 325x200 pixel space for a logo, and information such as tag lines, phone, address, email address, Website, etc. Maximum file size is 100k.

### **Delivery**

Delivery of images should be done electronically (email) or placed on a 3-½ floppy disk and mailed to the administrator. Images as photos can be mailed via US Postal Service, to be scanned by Oakes Estates for a \$5.00 fee per image. Contact the Administrator at [Webmaster@oakesadvisory.com](mailto:Webmaster@oakesadvisory.com).

### **Business Card Images:**

Advertisers may place one BSI (business card image) in the area designated for our advertising. All links can be modified in size to fit the overall presentation of the advertising page(s).

**Frequency:**

Advertisements are static on the designated web page. And will be catalogued in alphabetical order or by type of advertising. If the quantity of advertisers becomes too large, multiple pages will be used.

**Restrictions on advertising:**

The advertiser agrees to indemnify Oakes Estates Advisory, Inc., completely for any damages or litigation that results from misleading or fraudulent claims by the advertiser or through the advertiser's error.

Oakes Estates Advisory, Inc., reserves the right to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of Oakes Estates Advisory, Inc., [or www.oakesadvisory.com], or that does not meet with the approval of the Federal Trade Commission.

Oakes Estates Advisory, Inc., may link this Site to other sites on the World Wide Web or Internet that are not under the control of or maintained by Oakes Estates Advisory, Inc., such links do not constitute Oakes Estates Advisory, Inc., endorsement of those sites. You agree that to the extent that Oakes Estates Advisory, Inc., provides these links, it does so only as a convenience. You further agree that Oakes Estates Advisory, Inc., is not responsible for the content of any sites it does not control and maintain.

**Web Site Advertiser IP (Intellectual Property) Rights Agreement**

Copyright © 2004, Oakes Estates. All rights reserved.

No other permission is granted to you to use, reproduce, publicly display, publicly perform, distribute, store, alter, or modify the Contents of Oakes Estates Advisory, Inc., web site.

All products, services, processes or technology in the Contents or offered through the Site are subject to intellectual property rights owned by Oakes Estates Advisory, Inc., and/or its suppliers. Nothing contained in this Site, other than this User Agreement, shall be construed as conferring any license or intellectual property right or rights ("**IP Rights**") of Oakes Estates Advisory, Inc., or any third party, and, except as expressly provided herein, all such IP Rights in the products, services, processes or technologies in the Contents or offered through the Site are expressly reserved, and exclusively owned, by Oakes Estates Advisory, Inc., and/or its suppliers, as applicable.

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_

## Advertising Agreement

Date \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Length of Advertising desired (please check)

3 months \$50.00

6 months \$75.00

12 months \$125.00

Photo to be scanned \$5.00 (send with signed agreement)

Full Payment is due with this Agreement.

Return all signed documents and check payable to:

Oakes Estates Advisory, Inc.

P.O. Box 111046

Naples, FL 34108-1146

The Advertiser has read, understood, accepted and signed the "Oakes Estates Advisory Inc., Rights Policy", and the "Oakes Estates Advisory Inc., Advertisement Rate Card and Advertising Specifications Sheet" and this Agreement.

Advertiser Signature \_\_\_\_\_

Date \_\_\_\_\_