

# Advertising Contract

January 1, 2007 Revision

The undersigned ("Advertiser") agrees to advertise on **GOLDENFAIRWAY.COM**, an online golf game published and played on the Internet with 13-week in-game advertising cycles throughout the year.

Under this contract, Advertiser's ad will run in the following cycles (check all that apply):

\_\_\_\_\_ 4-minute Ad spot #: \_\_\_\_\_ for a flat fee of \$31 per week or \$400 for one (1) 13 week cycle

\_\_\_\_\_ 4-minute Ad spot #: \_\_\_\_\_ for a flat fee of \$27 per week or \$702 for one (1) 26 week cycle

\_\_\_\_\_ 4-minute Ad spot #: \_\_\_\_\_ for a flat fee of \$25 per week or \$975 for one (1) 39 week cycle

\_\_\_\_\_ 4-minute Ad spot #: \_\_\_\_\_ for a flat fee of \$23 per week or \$1,196 for one (1) 52 week cycle

In-game advertising rate changes apply immediately to all contracts. Long-term rates are discounted 25% to holders of 52-week contracts.

The special 26-WEEK, 39-WEEK and 52-WEEK rate applies when Advertiser pays for all advertisements covered by this Contract at the beginning of each 13-WEEK period defined below as the "Payment Due Date" required for each advertising insertion. In addition, with the exception of specialty creative work, Advertiser will be eligible for a 10% fee reduction if ad is 100% digitally-processed and meets size requirements **OR** is an exact duplicate of previously submitted ad. To receive the discount, digital ad copy must be scaled to correct size to the space purchased by Advertiser, all requirements of the game's ad location must be satisfied, a signed Advertising Contract must be on file, and all ad copy either digital or acceptable media correctly formatted and furnished on disk or via e-mail as per the publisher's specifications on or before the deadline (see In Game Ad Package manual for exact ad size and format).

Advertiser understands that the first one hour of artist time in creating a new ad or the revision of a previously submitted ad will be included in the price of the ad. Additional time will be billed at a cost of \$60/hour (see additional fees below). Advertiser further understands that the cost of creating or revising ad spot or four-color advertising will be charged at cost, at a minimum of \$60/hour. Furthermore, Advertiser agrees to pay for photography, illustrations or color scans performed by **GOLDENFAIRWAY.COM**, as well as any corrections made to advertisement after signed approval of ad; such work will be billed to Advertiser at cost.

Advertiser agrees to pay the highest fee for all issues covered by this contract if any payment is sent after Payment Date or upon advertiser's cancellation of this agreement. In addition, the unpaid balance of every statement is subject to a 1.0% monthly late payment fee if not paid within thirty days.

\_\_\_\_\_ (PLEASE INITIAL) Cancellations must be received in writing and will not be accepted after the "Cancellations" date (see below) of issue in which ad is to appear. To assure publication and all discounted fees, payment of the Advertising Fee **must** be made by Advertiser no later than the Payment Due Date as follows:

Issue	Advertising Space Reservations	New or Revised Ad Info Due	Ad Proof Approvals or Cancellations	Payment Due Date
<b>13 Week</b>	Starting Day _____	Ending Day _____	3 Days prior to Starting Day	<b>Due with Ad</b>
<b>26 Week</b>	Starting Day _____	Ending Day _____	3 Days prior to Starting Day	<b>Due with Ad</b>
<b>39 Week</b>	Starting Day _____	Ending Day _____	3 Days prior to Starting Day	<b>Due with Ad</b>
<b>52 Week</b>	Starting Day _____	Ending Day _____	3 Days prior to Starting Day	<b>Due with Ad</b>

Advertiser acknowledges receipt of and agrees to comply with all policies and requirements set forth above with MVP NETWORK, INC. / **GOLDENFAIRWAY.COM** Advertising Policy

**GOLDENFAIRWAY.COM** is published by MVP NETWORK, Inc. 110 North Jefferson Ave., St. Louis, MO 63103.

Advertiser agrees that the publishers have the right to reject advertising:

1. If the editors determine that the advertising is inconsistent with their understanding of the community's objectives, values or image or the aesthetic standards of **GOLDENFAIRWAY.COM. Golden Fairway is rated "E" for Everyone.**
2. If advertiser fails to meet deadlines for space reservation, ad revisions, new advertising or ad approvals (see box above).
3. For any other reason or for no reason.

Advertising space is sold on a "first-come first-serve" basis. Publisher reserves the right to defer ad to future issue if deadlines are not met. Further, **GOLDENFAIRWAY.COM** reserves the right to delay, suspend or terminate online games at any time. Advertiser releases **GOLDENFAIRWAY.COM** and/or both MVP Network, Inc. from any and all loss, liability or expense occasioned by Advertiser by reason of a) any failure to publish advertising pursuant to this Contract or b) failure to return ad media (original art work, disks, film). In such event the advertising is not affected, the Advertising Charge (or the prorated portion thereof) will be refunded to Advertiser.

The above contract provisions are agreed to this \_\_\_\_\_ day of \_\_\_\_\_ (month), \_\_\_\_\_ (year).

**Company (Advertiser)** \_\_\_\_\_ **Contact (signed)** \_\_\_\_\_

Building/Suite/Dept. \_\_\_\_\_ **Contact (printed)** \_\_\_\_\_

Address and City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Credit Card Type: MC Visa AmEx

Exp. Date \_\_\_\_/\_\_\_\_ C V V 2: \_\_\_\_\_

**MVP NETWORK INC. / GOLDENFAIRWAY.COM** 314-241-0070 Fax 314- 241-1439

Publisher: MVP Network, Inc./ Golden Fairway.com

Print Officer or Director Name: \_\_\_\_\_

Officer or Director Signature: \_\_\_\_\_

Acceptance Date: \_\_\_\_\_

Area Sales Representative Signature: Jack Erdmann

Area Sales Representative (print) **Jack Erdmann** (618) 277-3624