

Earth Assets Group
Website Advertising Terms & Specifications
(Rates Effective January 1, 2004)

Terms & Conditions

The Earth Assets Group (EAG) accepts advertising for its website (www.earth-assets.com) only from organizations or individuals who are [registered members](#), and whose offering is deemed to be relevant to the business at hand: products and services supporting environmental, sustainability and ecosystem management.

At its sole discretion, EAG reserves the right to refuse advertising from those whose message is deemed either objectionable or dissociated with the purpose or content of its website.

Because advertising is limited to designated areas of its website, EAG can only accept advertising on a first-come, first-serve basis.

Payment for advertising must be received by EAG prior to ad postings. In the case of ads running over time (six-months, 12-months) payment to EAG must be current in order for ads to remain in place.

All advertising will be posted alongside the following message as shown in its website [Terms of Use](#):

"The presence of a paid ad within the EAG website does not constitute an endorsement or recommendation by EAG of any particular organization or individual, nor of their offerings or services."

Ad Specifications

A. General Specifications

1. Ads must conform to the standards of the Interactive Advertising Bureau (www.iab.net)
2. Ad files may not be more than 30 kb in size, delivered in .gif or .jpg format.
3. So long as they do not exceed the designated file size, files may contain animation.

B. Main Home Page Advertising (see www.earth-assets.com for examples)

1. To conform to EAG standard look-and-feel, Home Page ads may be no more than 190 pixels high x 120 pixels wide.
2. Home Page ads will be placed with the earliest Final Acceptance Date located in the left, topmost position. Subsequent ads will be located in sequence below and to the right of the lead ad according to their respective Final Acceptance Dates.
3. The Final Acceptance Date shall be the date final payment is received by EAG, rather than the date an ad reservation is submitted.
4. If a Home Page ad expires, other ads will be promoted to the top left position based on Final Acceptance Date.

C. Section Home Page Ads (see http://www.earth-assets.com/info_media.htm for examples)

1. Section Home Page ads may be no larger than 200 pixels wide x 65 pixels high (about 5" by 1").
2. Section Home Page listings will be accepted for the sections titled [About Eco-Assets](#), [The Marketplace](#), and/or [Information Center](#), as selected by the Advertiser, in Final Acceptance Date order, as indicated in B.2. above.

D. Available Services

It is the responsibility of the ad provider to submit website ads that meet the specifications in this document. Upon request, however, EAG will provide professional services and/or design support to facilitate clear, concise ad development and presentation. These services are available at \$65 per hour, or \$100 per advertisement. Please [contact EAG](#) for information about these and other advertising services.

For further information, contact:

Bill Coleman

Phone / Fax 650-591-0714

wcoleman@earth-assets.com

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Website advertising form

Company: _____

Contact (Name & Title): _____

Street Address: _____

City, State, Province, Postal Code: _____

Country: _____

Telephone: _____ Fax: _____

E-mail: _____

Web URL to link your ad to your website: http://_____

I have read and hereby accept all EAG website advertising terms, conditions and specifications, including the payment terms outlined on page 3 below:

Signature: _____ Date: _____

PACKAGE RATES:

Annual Package -- \$1350 (saves over \$900 compared to the monthly rates below) for one Main Home Page ad running one full year from Final Acceptance Date; **plus** one ad on the Section Home Page of your choice (About Eco-Assets, The Marketplace, Information Center), also for one full year. Include an additional Section HP listing (using the same ad) for only \$180 more.

Six-Month Package -- \$750, includes one Main Home Page ad for six months and one Section HP (Services Listing) ad for six months. Include an additional Section HP ad (using the same ad) for only \$115 more.

Three-Month Package -- \$410, includes one Main Home Page ad for three months and one Section HP (Services Listing) ad for three months. Include an additional Section HP ad (using the same ad) for only \$65 more.

One-Month Package -- \$150, includes one Main Home Page ad for one month and one Section HP (Services Listing) ad for one month. Include an additional Section HP ad (using the same ad) for only \$25 more.

Section Home Page Package (twelve-months for a single **Section Home Page**) -- \$330, on the Section Home Page of your choice (About Eco-Assets, The Marketplace, Information Center). Include an additional Section HP ad (using the same ad) for only \$180 more.

MONTHLY RATES:

Main Home Page Ad -- \$130 for one ad on the main EAG Home Page for one month.

Service Listing (Section Home Page ad) -- \$30 each for one month.

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PAYMENT WORKSHEET

Description	Qty	Price	Package Price
Annual package		\$ 1,350	
additional annual section home page listing		\$ 180	
Six-Month package		\$ 750	
additional six-month section home page listing		\$ 115	
Three-Month package		\$ 410	
additional three-month section home page listing		\$ 65	
One-Month Package		\$ 150	
additional one-month section home page listing		\$ 25	
Annual Section Home Page listing		\$ 350	
additional annual section home page listing		\$ 180	
Main Home Page monthly		\$ 130	
Section Home Page monthly		\$ 30	
additional services listing monthly rate		\$ 25	
		Subtotal	
		5% discount ¹	--[]
		total due	

Category listings for ads in the services directory (select from: **About Eco-Assts, The Marketplace, or Information Center**)

- 1 _____
- 2 _____
- 3 _____

PAYMENT TERMS

Annual package requires payment of 25% of fee prior to add being posted. An additional 25% is due prior to the 1st day of each of the three subsequent quarters of the annual ad period. If total price of Annual Package is paid upon ordering, a 5% discount applies.

Six-Month package requires payment of 50% of fee prior to ad being posted. The remaining half is due in 90 days (three months). If total price of Six-Month package is paid upon ordering, a 5% discount applies.

Three-Month, One Month and Annual Section Home Page packages, and all monthly packages, must be paid in full at time of ad reservation and prior to ad being posted.

Please **FAX** this form to Bill Coleman, 650-591-0714. **EMAIL** all required website advertising files to wcoleman@earth-assets.com. **MAIL** all checks to the Earth Assets Group, 268 Bush St., #968, San Francisco, CA 94104. Payment may be made via **PAYPAL** to wcoleman@earth-assets.com. To pay via **CREDIT CARD**, contact EAG at 650-591-0714.

EAG USE ONLY		
Date ad file received _____	Ad reviewed and approved by _____	Ad posting date _____
Date payment received _____	Final acceptance date _____	Ad removal date _____

¹ Discount is applicable if Annual or Six-Month packages are paid in full at time of reservation.