



# Online Access Web Advertising

Online-Access, Inc.  
2650 Oak Street  
Port Huron, MI 48060

Company \_\_\_\_\_ Order Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Domain name (URL): www. \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

## Web Advertising Program

### Costs

- **\$250.00 initial one-time set up cost**
- **The Spend for each Tactic selected**
  - There is no additional fee to purchase ads. Any applicable fee associated with purchasing ads is automatically calculated into the Spend values.
  - Each Spend is specific to the location and/or objective, and may be subject to a minimum
  - Charges for Spends will display on your Credit Card Statement as: GAN\*Detroit Media-CCC
- **Lead Reporting Cost**
  - For efforts that can be measured, \$2.50 is charged per raw lead to document lead details and provide access to a KPI reporting dashboard\*.  
*If you do not want measurable efforts tracked, please communicate that to us in writing and the per-lead fee will not be charged.*

### Available Tactics

- Google Local Services
- Traditional PPC
- Display Ads - Geofencing (Location Services or IP Address in an Area)
- Display Ads - Geotargeting (Area + Demographic Inclusions/Exclusions)
- Display Ads - Retargeting (Site Retargeting, Search Retargeting)
- Social Ads - Limited Targeting (Geo Radius Only)
- Social Ads - Detailed Targeting (Demo, Geo, Interests)
- Social Ads - SMART Solutions (Strategic Marketing Auto Reach Tactic)
- Social Ads - Combination Social Ad Tactics
- Streaming Service Audio Ads
- YouTube 'Pre-Roll' Ad  
(15-second Unskippable Video targeted by Geo, Demo, Interests)
- TV Streaming - 15-second Unskippable Video
- Targeted Email

\*For KPI dashboard to be an accurate reflection of the Tactic's success, the customer will be expected to enter in revenue generated by each lead on the KPI dashboard as well as tracking whether the lead was booked.

**Terms:** Recurring tactics have a minimum 4 month run requirement. Depending on the tactic, funds may be reallocated to a different strategy. Tactics may be contingent on a minimum spend amount that will be either per month or per deployment. A written 30-day notice of cancellation will be required to terminate recurring tactics. Presuming that the 30-day time period includes a monthly renewal date, the amount charged will not be prorated (e.g., if you cancel on the 1st of the month and your monthly renewal date is the 16th, you will be billed the full month, not only 16 days). See full terms and conditions at <http://terms.online-access.com>.

### Billing Information: *Published rates and all billing in U.S. Dollars*

Credit Card No. \_\_\_\_\_ Expires \_\_\_\_\_ Card Verification No. \_\_\_\_\_

Name on Card \_\_\_\_\_ Cardholder's Signature **X** \_\_\_\_\_

Card Billing Address ☐ Same as above

Other: \_\_\_\_\_ Zip Code \_\_\_\_\_

By signing this form, you are authorizing Online Access to share your provided credit card information with the USA Today Network for billing of any Spend associated with any of the above tactics used (except Google Local Services).

I understand and accept above terms and authorize billing of services requested under this program:

Ordered by \_\_\_\_\_ Title: \_\_\_\_\_

Notes: \_\_\_\_\_

**Complete all Fields, Print, Sign and Fax Order Form to (810) 985-0954**

Questions? Call 1-888-966-4785