



Agreement to Participate

ConnectMO - An advertising product of Missouri Press Service

DATE CONTACT PERSON

NEWSPAPER CITY

WEBSITE

PHONE FAX

EMAIL

PLEASE INDICATE IF THE FOLLOWING SIZES ARE AVAILABLE:

- 728 x 90 LEADERBOARD
- 300 x 250 INSTORY (BIG AD)
- 160 x 600 WIDE SKYSCRAPER

PLEASE INDICATE HOW MANY IMPRESSIONS FOR EACH SIZE AD YOU WILL COMMIT TO THE REMNANT PROGRAM (10-100%):

728 x 90 300 x 250 160 x 600

PLEASE INDICATE CURRENT IMPRESSIONS BEING GENERATED ON YOUR WEB SITE BY "RUN-OF-SITE" ADVERTISING:

WHEN ADS ARE SOLD ONTO YOUR WEBSITE:

- If DCM sells the advertising, 50% of the revenue goes to the participating newspapers, 25% goes to DCM and 25% goes to MPS.
- If MPS sells the advertising, 40% of the revenue goes to the participating newspapers, 20% is retained by DCM and 40% is retained by MPS.
- If a newspaper sells an ad into the network, 50% of the revenue goes to the newspaper, 15% goes to DCM and 35% goes to MPS.
- For remnant ads, participating newspapers receive 50% of the revenue and DCM retains 50%.

Please return to Greg Baker at mopressads@socket.net or fax 573-874-5894.