

HEARST newspapers

CONNECTICUTPOST The News-Times The ADVOCATE Greenwich Time **BROOKS**
COMMUNITY
 NEWSPAPERS

Online Advertising Contract Agreement

Contract Number: _____

Today's Date: 4/16/2009

New Account Account Renewal

Contract Term: 1 Month 3 Months 6 Months 9 Months 12 Months Other - Specify 8.5

Campaign Start Date: 04/22/09 Campaign End Date: 12/31/09

Account Name: Newtown Savings Bank (Acsvs Interactive) Account Number: 16391

Agency Name: Acsvs Interactive Bill to Advertiser Bill to Agency

Street Address: 6 Executive Drive, Suite 106

City: Farmington State: CT Zip Code: 06032

Contact: Terence Prem Phone: 860-404-3346 Fax: 860-679-9344

Email: terencep@acsvsinteractive.com Web Address (URL): _____

Sales Rep: Mike Vaillancourt Interactive Rep: Susan Parker

Campaign Specifications (check all that apply and provide cost detail):

<input type="checkbox"/> CMG RON	Monthly \$ _____	<input checked="" type="checkbox"/> Medium Rectangle (300x250)	<input type="checkbox"/> Rich Media
<input type="checkbox"/> Connpost.com	_____	<input type="checkbox"/> Footer (728x90)	<input type="checkbox"/> Day Parting
<input checked="" type="checkbox"/> Newstimes.com	<u>1,000.00</u>	<input checked="" type="checkbox"/> Leaderboard (728x90)	<input type="checkbox"/> Frequency Cap
<input type="checkbox"/> Stamfordadvocate.com	_____	<input type="checkbox"/> Skyscraper (160x600)	<input type="checkbox"/> Non-guaranteed
<input type="checkbox"/> Greenwichtime.com	_____		<input type="checkbox"/> Other
<input type="checkbox"/> Brooks	_____		
<input type="checkbox"/> Other	_____		

(Specify "Other" in Comments section.)

Comments:
 ROS - leaderboard and LREC - 66,667 impressions per month, each size, @ \$5.00 CPM
 homepage - leaderboard and LREC - 22,222 per month, each size, @ \$7.50 CPM
 partial month billed in April @ \$500 - deliver all impressions during remainder of month

Monthly Cost: \$1,000.00

Campaign Specifications (check all that apply):

<input type="checkbox"/> "N" (728x90)	<input type="checkbox"/> BT - Engager	<input type="checkbox"/> NYC DMA
<input type="checkbox"/> "LREC" 300x250	<input type="checkbox"/> BT - Shopper	<input type="checkbox"/> Other DMA
<input type="checkbox"/> "SKY" (120x600)	<input type="checkbox"/> Run of Network	
<input type="checkbox"/> "MON" 425x600	<input type="checkbox"/> Demographic (21+, other)	

Comments:

Monthly Cost: _____

Creative (check all that apply):

Creative Development Required

Will be Supplied by Agency/Advertiser

Other - Specify _____

Comments:

Total Cost: _____

Campaign Specifications:

Monthly Budget: _____ Management Fee: _____ Monthly Cost: _____

\$500 month minimum + 35% management fee. SEM will be delivered as evenly as possible throughout the campaign. Minor fluctuations are possible due to search engine activity. All campaigns will be filled by contract and date or extend or set parked until goal is reached. The Connecticut Media Group has final authority as to what editorial copy, keywords & geographic modifiers and targeting efforts will be used for each campaign.

Advertiser's Initial: _____

Campaign Specifications (check all that apply):

Zillow

InGearCT.com

Package - Specify _____

Other - Specify _____

Comments:

Monthly Cost: _____

Total Monthly Cost: \$1,000.00 Total Cost of Campaign: \$8,500.00

Signature

By signing below, Advertiser agrees to purchase and pay for the above advertising and services, subject to the Terms & Conditions. Advertising is billed on a monthly basis as indicated on the form above.

Name: _____ Title: TERENCE PREM / ACSVS

Authorized Signature: _____ Date: 4/16

Sales Rep: Mike Vaillancourt Date: 4/16/2009

Sales Manager: Susan Parker Date: 4/16/2009

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Contract Number: []

Today's Date: 4/16/2009

Contract Term: 8.5

Campaign Start Date: 04/22/09

Campaign End Date: 12/31/09

Account Name: Newtown Savings Bank (Acsys Interactive)

Account Number: 16391

Agency Name: Acsys Interactive

Street Address: 6 Executive Drive, Suite 106

City: Farmington

State: CT

Zip Code: 06032

Contact: Terence Prem

Phone: 860-404-3346

Fax: 860-679-6344

Email: terencep@acsysinteractive.com

Web Address (URL): []

Sales Rep: Mike Vaillancourt

Interactive Rep: Susan Parker

Campaign Specifications (check all that apply and provide cost detail):

Monthly \$ [] [] [1,000.00] [] [] [] []

(Specify "Other" in Comments section.)

Comments:

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Monthly Cost: \$1,000.00

Campaign Specifications (check all that apply):

Comments:

2072