



**Samson Media, LLC**  
**"Strength In eMarketing"**

## THE FINE PRINT

Pet Business Opportunity is a highly targeted niche website which has been around since 2004. Our fully search engine optimized website appears on the first page of Google for many phrases related to starting or growing a pet-related business, including, but not limited to:

- pet wholesalers
- how to start a pet store
- drop ship pet supplies
- starting a pet store
- dog treat business
- pet statistics
- dog grooming business
- how to start a pet shop
- how to start a pet business
- dog bakery business
- pet business opportunities
- starting a pet shop
- drop shipping pet supplies
- pet grooming business plan
- doggy day care business plan
- drop ship pet products
- dog grooming business plan
- how to start a pet boutique
- pet supply drop shippers
- start a pet store
- dog daycare business plan
- pet business
- pet supply drop ship

Go ahead...type any of the above keyword phrases into Google and see where they appear on the "organic" listings on the left side of the search engine results.

To Purchase A Banner Ad:

- Please fill out the online form.
- Select 1-month, 3-month or 6-month increments.
- After selecting the length of time, select the page you want your ad to appear on.

8 Windsor Place ♦ Montclair ♦ NJ 07043 ♦ 973.650.6967 ♦ fax: 973.744.6621

[info@samsonmediaconsulting.com](mailto:info@samsonmediaconsulting.com)

**www.samsonmedia.net**

- Enter password
- Hit Submit

**WHAT HAPPENS NEXT?:** After hitting the submit button you will be taken to a payment page with three PayPal buttons. Select the payment which matches your ad term (1, 3 or 6 months) and pay via PayPal or any major credit card.

**PLEASE NOTE:** You do **NOT** need a PayPal account to pay via PayPal.

Your ad will be reviewed and placed on the page of your choice within 3 - 5 business days.

**AD MEASUREMENT:** Ads are sold based on time of exposure ONLY. We make no guarantees of click-throughs or page views. The only thing we guarantee is that when someone searches for the phrases above, our pages (with your ad) will be returned on page one of Google. We are selling our high search engine rankings for very targeted keyword phrases related to owning or starting a pet-related business. Companies with related products or services who advertise on Pet-business-opportunity.com will reach a highly targeted audience of potential prospects interested in your services.

Up to FOUR (4) ads will be rotated per page. Rotations are random with a new ad appearing every time the page is refreshed. Your business may share a page with a competing business both within the banner ad rotation as well as the accompanying Google Adwords displayed throughout the site.

**YOU MAY ONLY SELECT ONE PAGE PER ORDER. FOR MULTIPLE PAGES, PLEASE FILL OUT A NEW ORDER FORM. EACH PAGE WILL BE APPROVED AND BILLED SEPARATELY.**

**FREE BONUSES:** When you purchase any of our monthly advertising packages we will include the following services to give you even greater exposure for your pet-related product or service:

- A permanent posting on our heavily trafficked blog
- Inclusion in one edition of our monthly email newsletter which gets mailed out to over 3,000 "petpreneurs" subscribers. We send our email newsletter out approximately once per month. We reserve the right to place your ad within our newsletter solely at our discretion and based on availability.
- A mention in one of our live podcasts including your site's URL which is permanently archived. Each podcast gets about 100 initial downloads as well as syndication on iTunes. We reserve the right to mention your ad within our podcast solely at our discretion and based on availability.

### **Advertising Contract**

The contract is for banner advertising on the Pet-Business-Opportunity.com site. We will put your banner ad on our pages of your choice with a hot link to the location of

your choice. The ads are sold by terms of 1 month, 3 month and 6 month increments without regard for click-throughs or pageviews.

All banners are set up on a rotational basis. This maximizes the ad exposure as well as providing a better interest level to the reader.

### **Banner Placement**

We will only display the ads in the specific pages which you specify.

### **Terms**

The contract is payable in advance. At the end of that period we will contact you to determine if you wish to contract for the next period.

### **Conditions**

The banner is sold for a specific page or pages for a specific duration of time.

### **Start-up**

There is no start-up cost. We will utilize banner ads you provide.

### **Cancellation**

There is no cancellation fee. The contract is paid in advance and is automatically terminated at the end of this period should no further arrangements be made.

### **Banners**

**Design:** We will create a banner for \$50 from your logos or graphic files.

**Changes to the banner:** The banner can be changed monthly. Simply email us the new banner and we will move the banner to our web site. If we design the banner, we allow one set of changes without charge.

**Banner Dimensions:** Dimensions are 468 X 60 ( 468 pixels wide by 60 pixels high ),

**File Type:** We only accept GIF or JPG file types. Animated GIF banners are allowed.

**File Size:** The maximum file size for a banner is 15k bytes. We will contact you if a banner is larger than the requested maximum size.

-more-

**EXCLUSIONS, EXCEPTIONS, ETC:**

Samson Media, LLC, the parent company and publisher of [www.pet-business-opportunity.com](http://www.pet-business-opportunity.com) reserves the right to reject any ad for any reason. No ads accepted for sex, crime or hate sites. No ads accepted for dog, cat or animal breeders, puppy mills or any organization promoting harm to any type of animal or human being. No ads accepted for political groups of any kind, animal rights groups or any group or organization that promotes or condones non-neuter or spaying policies. All ads are accepted or rejected at the sole discretion of Samson Media, LLC.

**CONTACT INFORMATION:** If you have a pet related business that would benefit from our traffic, please consider sponsoring areas of our site. Any questions, please contact Gene Sower at 973.650.6967 or [gene@samsonmediaconsulting.com](mailto:gene@samsonmediaconsulting.com)

If you accept these terms, please sign below:

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Accepted by signature Date

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Person's Name & Company (print) Date

**FAX SIGNED PAGE TO:**

Samson Media  
FAX: 973.744.6621

-end-