

CHAMPION FOREST FUND, INC.
ADVERTISING POLICY, RATES & AGREEMENT

The following is an explanation of some of the Champion Forest Fund, Inc.'s (the "CF Fund") site advertising rules, rates and policies.

RATES

Rates as published are subject to change with 30 days notice and are at the discretion of the CF Fund. Current rates will apply for contract renewals. Active advertisers shall have the option to cancel within ten (10) business days of the notification date if rates are changed.

Banner Ads

A minimum of \$250/biannually is required for banner ads with a one time set up fee of \$80. Banner advertising is a proven tool for increasing traffic to a web site. Placing an animated advertising banner, linked to your website may provide a great advertising vehicle to your website. People surfing through Champion Forest Online will be drawn to your website because the banner ad draws their attention. We have the ability to target your banner ad on a specific page; however, at no time will the CF Fund approve any ad to be placed on the Champion Forest Online Introductory Page. Banner ad specifications equal 180 pixels wide by 150 pixels tall and the file size is approximately 15KB.

Text Ads

The following minimums apply for basic text advertising with a one time set up fee of \$40:

\$50/year for nonprofits, churches;

\$65/year for small businesses; and

\$150/year for standard businesses.

Text advertising is a linkable listing located on the Champion Forest Online Area Businesses Page which includes name, address, telephone, fax, email (cloaked) and hours of operation with a cross reference in up to 6 categories. Only local businesses that have a physical or mailing address within Spring/Houston may apply.

Payment must be received in full and payable in U.S. Dollars prior to ad activation for first time clients.

POLICY

No cancellations or alterations will be accepted after the activation of the ad unless submitted in writing and mutually agreed upon by the CF Fund and advertiser.

Advertising copy that in the judgment of the CF Fund may be mistaken by a reader as news, a feature, or other non-advertising material, may be clearly marked “advertisement.”

The CF Fund is not responsible for any errors in ads provided by or approved by the advertiser. We reserve the right to reject any ad for any reason.

Advertisers are solely responsible for any information contained in pages to which the visitor is taken from their ad on Champion Forest Online. The CF Fund is not responsible for any advertiser infringements or violations of law. Advertiser warrants all such content will be in full compliance with all applicable state and federal laws.

The CF Fund is not liable for the display of any ad at any given time. The CF Fund does not guarantee any given level of circulation, distribution, reach or readership for an advertisement. Online statistics can be provided upon request.

Activation Lead Times are typically 10 business days, however the CF Fund does not guarantee and assumes no responsibility for delays in the posting of ads. The CF Fund assumes no responsibility for correcting errors in copy or for the addition of key contact numbers. The CF Fund may elect to re-run prior ads or release space if new copy is not received by the end of the term.

All multimedia ads are tested on a matrix of browsers and platforms before posting. We reserve the right to refuse any multimedia ad that does not function properly in this testing environment. We are not responsible for repairing program code that does not function properly.