



The Oracle Applications Users Group
 3525 Piedmont Road, Building Five, Suite 300
 Atlanta, GA 30305 USA
 P 404.240.0897 F 404.240.0998

oaug.org Banner Advertising Agreement 2012

Thank you for advertising with the OAUG. Acceptance of your order is subject to your agreement with the advertising terms and conditions. You acknowledge this agreement by completing and returning this form. Phone reservations must be confirmed by faxing this form to the number below. All agreements must have an authorized client signature.

Advertiser: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

URL: _____

- Ad size/placement:
- Run-of-site internal pages (120px x 275px)
 - Home page, lower right (613px x 70px)
 - Both internal pages and home page (120px x 275px and 613px x 70px)

- Ad duration (for ad placement)
- 1-month
 - 3-month consecutive
 - 6-month consecutive
 - 9-month consecutive
 - 12-month consecutive

Ad beginning date: _____

Ad Type: Standard banner Animated banner (See mechanical requirements on page 3.)

Notes or Special Instructions: _____

Bill to (check one):* Advertiser Agency (please provide agency address)

Please skip "bill to" section if your banner ad is part of your Star Partner Agreement

Agency address: _____

Client Signature: _____ Date: _____

Send space reservations and materials to:
 Cindy Force, OAUG Director of Marketing Communications
 Oracle Applications Users Group
 3525 Piedmont Road, Building Five, Suite 300 Atlanta, GA 30305
 P +1 404.760.2805 F +1 404.240.0998 cforce@oaug.com



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OAUG Terms & Conditions

RATE POLICY:

Rate protection for advertisers that sign full-year contracts is valid only through that contract year. Failure to insert the contracted number of ads during a one-year period results in short-rating on the rate card under which advertising was booked. OAUG reserves the right to change rates upon notice.

PAYMENT:

First-time advertisers must submit pre-payment with the first insertion order to establish credit. OAUG will invoice advertiser for subsequent insertions pursuant to the current rate schedule. Advertiser shall pay all invoices net fifteen (15) days from date of invoice.

CHANGES OR CORRECTIONS:

Requested changes or corrections to advertising material must be presented in writing and received by OAUG within 24 hours of the materials deadline date. Any changes or corrections are made at OAUG's sole discretion.

Advertiser agrees to pay for any costs incurred as a result of such changes or corrections.

MISCELLANEOUS:

- The subject matter, form, size, wording, illustration, and typography of the advertising shall be subject to the approval of OAUG. OAUG shall have the right to reject or omit any advertisement which OAUG, in its sole discretion, considers unsuitable for any reason or contrary to the policies of OAUG (including, but not limited to, recruiting advertising and advertising from firms whose financial or manufacturing application products directly compete with Oracle Applications).
- Unless you make written objection within 10 days of the rendering of any bill for advertising published for OAUG, such bill shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated.
- If an OAUG member has an outstanding receivable over 60 days past due (such as an advertising invoice), OAUG reserves the right to cancel any and all space that member has reserved in any OAUG Conference Exhibit Hall. OAUG also reserves the right to apply any payments made to OAUG for cancelled Exhibit Hall space to the outstanding receivable. The member also runs the risk of OAUG membership revocation.

- OAUG reserves the right to cancel any advertising at any time upon default by the advertiser in the payment of bills or in the event of any other substantial breach of these terms and conditions by the advertiser. Upon such cancellation, charges for all advertising published and all other charges payable to OAUG shall become immediately due and payable by the advertiser.
- If OAUG is unable to arrange for publication of any advertisement in the type or style requested, it may: (i) arrange for publication of such other advertisement in such other type or style as in its opinion most nearly corresponds thereto, and the advertisement may be inserted without submission of proof unless proof before insertion is requested on the face of the order; (ii) ask for new media; or (iii) take such action as in its sole discretion it shall deem appropriate.
- Failure by OAUG to insert advertising in any particular issue or issues invalidates the order for insertion in the missed issue but shall not constitute a breach of agreement.
- OAUG may reject or omit any advertisement when the space allocated to advertising in a particular issue for which such advertising is ordered has all been taken. OAUG may also limit the amount of space an advertiser may use in any issue.
- The advertiser agrees to indemnify and hold harmless OAUG, its directors, officers, employees, agents, and members for all losses, costs, damages and expenses, including reasonable attorneys' fees, arising from any claim for infringement of the rights of third parties based upon publication of the advertising in question.
- Any amount due OAUG for advertising if not paid within 30 days of the date of the bill in question shall accrue interest from such date of one and one half percent per month or the legal limit, whichever shall be less.
- No terms and conditions for any advertising other than those stated herein shall be binding on OAUG, except with its explicit written consent.

Advertising on OAUG's website, **oaug.org**, puts a company's name in front of thousands of Oracle applications and technology buyers. The OAUG website generates approximately 30,000 visits per month with visitors viewing more than 75,000 page views, totaling 1,000,000 page views per year. General OAUG information, conference details, online global communities and the *OAUG Buyer's Guide* are available to all visitors to **oaug.org**. OAUG members may access additional members-only resources for conference papers, free elearning, *OAUG Insight* magazine, *Support in Focus*, *OAUG ResearchLine*, and other valuable features. The OAUG accepts a limited number of banner advertisements.

Mechanical Requirements

Banner ads may be submitted in GIF (animated or single-pane), PNG or JPEG formats. At this time we cannot display Flash movies. Ad images must be less than 45 kilobytes (45,600 bytes) to minimize total page download weight for our users. **Ad images over 45 KB in file size will not be placed into rotation, and the advertiser will be asked to provide a file under 45 KB.** Animated GIF images are accepted, but high-contrast, rapidly flashing images designed to be overly distracting are prohibited. The OAUG reserves the right to refuse to display any banner image deemed too distracting. Transparency is permitted, but please be aware that the OAUG cannot guarantee the background color over which the image will be displayed, and colors may change as the OAUG Web site is updated. Advertisers are advised to avoid banner images with transparency where possible. Banner ad materials can be submitted via e-mail to Cindy Force, OAUG Director of Marketing Communications, at cforce@oaug.com.

Ad size/placement:

Run-of-site internal pages (120px x 275px)

Home page, lower right (613px x 70px)

Materials Close:

Banner ads must be received by the 15th of the month for placement in the following month.

2012 Rates:

Full banner - 12 month (<i>standard</i>)	\$6,460
Full banner - 12 month (<i>animated</i>)	\$9,640
Full banner - 9 month (<i>standard</i>)	\$4,835
Full banner - 9 month (<i>animated</i>)	\$7,250
Full banner - 6 month (<i>standard</i>)	\$3,230
Full banner - 6 month (<i>animated</i>)	\$4,815
Full banner - 3 month (<i>standard</i>)	\$1,620
Full banner - 3 month (<i>animated</i>)	\$2,410
Full banner - 1 month (<i>standard</i>)	\$ 910
Full banner - 1 month (<i>animated</i>)	\$1,365

Advertising Rates

All banner ads will run consecutively for the specified ad duration.

There are no discounts for ad agencies.

Deadlines and Rotation

Banner ads appear in randomized rotation on the OAUG Web site. When submitting banner ad materials, please specify the destination URL for users clicking on the ad, and specify the alternate text (shown when there is a problem loading the image or in place of the image in non-graphical browsers) for the image (75-character limit). Banners can be e-mailed or captured from an existing URL. Exposures and click-through rates can be provided quarterly. All space reservations must be confirmed in writing. Any cancellations must be confirmed in writing.

Questions regarding OAUG advertising?

Contact, Cindy Force, OAUG Director of Marketing Communications
at +1 404.760-2805 or via e-mail at cforce@oaug.com.