



SPONSORS 8/11

QUILT EXPO 2012
SEPTEMBER 6-8 | 9 A.M.-6 P.M. DAILY
EXHIBITION HALL AT THE ALLIANT ENERGY CENTER | MADISON, WISCONSIN
presented by Wisconsin Public Television and Nancy Zieman Productions

QUILT EXPO WEB ADVERTISING AGREEMENT 2012

ADVERTISING BUSINESS OR ORGANIZATION

business/organization name

TERMS AND CONDITIONS

When fully executed, this document will establish an agreement between Friends of Wisconsin Public Television Inc. and Nancy Zieman Productions herein referred to as "Quilt Expo" and the advertising business or organization referred to as "The Advertiser" for 2012 Quilt Expo web advertising.

Quilt Expo and The Advertiser agree to the following ad placements and impressions:

Table with 6 columns: Website, Web Ad Type, Specifications, Rates based on impressions, Desired # of Impressions, Desired Start Date. Rows include nancyzieman.com, wiquiltexpo.com with various ad types like Wide Skyscraper and Rectangle.

Quilt Expo agrees to provide The Advertiser with the following:

At the conclusion of each month, Quilt Expo will provide The Advertiser with a report that will include total impressions, clicks, and CTR (click-through rate) information for each web ad placement. Quilt Expo will mail an invoice to The Advertiser once the total number of impressions has been met.

The Advertiser agrees to provide Quilt Expo with the following:

The Advertiser shall provide Quilt Expo with all static web advertisements (i.e. banners, buttons, skyscrapers) and corresponding URL's, according to the specifications. Acceptable formats include GIF, JPG, or PNG files, non-animated, with maximum file size of 40k. No Flash/Flash click tags.

It is understood and agreed that the entire agreement between Quilt Expo and The Advertiser is contained herein and that this document supersedes all previous written and oral agreements, and negotiations relating to web advertising herein detailed. Any modifications of this document shall be made in writing. The agreement is to be construed under the laws of the state of Wisconsin.

If this document correctly states your understanding of our agreement, please sign and date both copies, and return to Kristin Korevec (contact info below).

ADVERTISER AGREEMENT

I agree to the web advertising placements as detailed above and understand that invoicing will occur once the agreed upon number of impressions has been met.

name of authorized representative (please print) title

signature date

QUILT EXPO AGREEMENT

Jon Miskowski Executive Director Friends of Wisconsin Public Television Inc. date

QUESTIONS If you have any questions, please contact Kristin Korevec at 608. 262. 5256 or kristin.korevec@wpt.org