



## ALL POINTS BULLETIN

Brazzell Marketing Agency (BMA) agrees to produce one article/post and one associated image at the frequency ordered. BMA will make a proof available to the client the week prior to posting so that the client may have time to opt in, opt out, edit or customize the content. Unless the client requests otherwise, BMA will post content to the client's Facebook page, create a webpage, send an email newsletter to subscribers, and make available a PDF flyer of the content. Qualifications in Appendix A apply. As geographic exclusivity, BMA guarantees the client that no other business in the geographic radius specified below will receive the same articles at the same time.

**Limited Rights for Additional Use:** As long as the client's subscription is active, the client may use the material received under this subscription in other media, provided that the primary audience is within 50 miles of the client. For instance, the client may use the text and images generated in customer emails, in other social media, in company newsletters, for in-office signs, etc. The client may only use material received under this subscription for the company specified with the location(s) specified. The client may edit the text provided in any way the client sees fit. The client may only use the images provided in their entirety and may not create new work using portions of the images provided by BMA. However, the client may add to the graphics provided by BMA (e.g. adding a company name or logo would be acceptable). This is because BMA has limited rights to some of the images specifying that BMA may use the images to develop content for you but that BMA may not resell the images themselves.

Company Name: \_\_\_\_\_

Contact Person/People: \_\_\_\_\_

Phone Numbers: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Other Locations (list cities and states): \_\_\_\_\_

Website Address: \_\_\_\_\_

Content Type (choose only one):  Veterinarian  Medicare-Certified Home Health  
 Non-Medical Home Care  Outpatient Physical Therapy

Authorization Type:  Opt Out: BMA should automatically post content after giving seven days' notice.  
The client will log in and change or delete the content before the publish date if needed.  
 Opt In: BMA will save all articles to the system as drafts and send the client email alerts. The articles will not publish until the client logs in and edits/approves the articles as desired.

Desired Geographic Exclusivity:  10 miles  25 miles  50 miles

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

Fax completed form to 276-236-5070.  
Subscription forms submitted without payment  
will be disregarded.



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Facebook Website Address: www.Facebook.com/

Please note, after receiving this form, "Brazzell MA" will "like" your Facebook page. You must go to settings and make Brazzell MA an admin of your Facebook page for the APB to be able to post to your Facebook page automatically. We will help with this process after your order is placed.

- You do not currently have a Facebook page. The client wants BMA to set up a basic Facebook page at no additional charge. BMA will make the client the admin of this page. - OR -
- The client wants BMA to create a custom-branded Facebook page for an additional one-time fee of \$189 (our typical ad design fee)

**Optional:** Setup, Design and APB Integration

- Instagram (\$189)
- Twitter (\$189)
- Google+ (\$189)
- Pinterest (\$49)

**Desired Schedule and Pricing** (choose one):

(Please note that clients are welcome to change this choice at any time simply by emailing us.)

- 5,000 Impressions Guaranteed:** This is a weekly post supported by paid advertising that BMA manages for you. We guarantee your online presence will average at least 5,000 impressions per week (see Appendix B).  
**Cost = \$40.69 per week.**
- Weekly: \$16.99 per post
- Every Other Week: \$16.99 per post
- Monthly: \$16.99 per post

**Fees:** BMA will charge the client \$16.99 per post or \$40.69 per week according to the selection made above. Charges will occur automatically, in advance, with a frequency matching the posting schedule above. The client's account will only be charged so long as BMA is sending proofs to the client and offering to post content. The normal subscription charge will apply regardless of whether a client opts out or fails to approve a particular post. If there is a price increase, BMA must provide 30-days' notice.

**PAYMENT:**



Credit Card: Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

CV2): \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address for Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Fax credit card payments to BMA at: **(276) 236-5070** (Secure Fax for Transactions)

Or mail to: Brazzell Marketing Agency  
44 Dewberry Dr  
Woodlawn, VA 24381-3442

The All Points Bulletin may only be paid by automatic credit card charges.



## ALL POINTS BULLETIN APPENDIX A

The essence of what is being purchased is limited rights to BMA's writing and graphic design, and all fees are based on the provision of that service. The client understands that some of the offers made under this service agreement involve coordination with third-party platforms over which BMA has no control (e.g. Facebook). Temporary interruptions in certain aspects of the service should be expected as different third-party platforms may occasionally change their setups or simply go buggy. Such interruptions will be considered a normal consequence of trying to coordinate with third-party platforms. BMA will verify correct operation of your All Points Bulletin at setup and may from time to time verify correct operation after that. However, after setup, it is the client's responsibility to verify ongoing functionality of third-party sharing services (e.g. Facebook) and to report back to BMA if there is a problem.

**Please check periodically to make sure everything is working and email us if it is not.**



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## APPENDIX B

### GUARANTEED IMPRESSIONS PROGRAM

**Help us arrange better advertising for you:**

As a radius from your office(s), how big is your service area or how far do customers drive to reach you?

- 10 miles       25 miles       50 miles

**Male Female:** Are your clients more than 75% male or female?

- More than 75% female       More than 75% male       Not skewed that heavily in either direction

**Other:** Any other age, geography, or demographic notes that may help us target the best people for your

paid promotion? \_\_\_\_\_

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Under this program, Brazzell Marketing Agency guarantees that the content we develop for you will garner an average of 5,000 impressions per week. If we do not achieve this number of impressions, BMA will work for free until the total impressions over eight weeks equal 40,000 impressions.

The 5,000 impressions average should be present during any eight-week timeframe. Timeframes of less than eight weeks do not count toward the guarantee. Timeframes of more than eight weeks do not count toward the guarantee, except when BMA may be working for free to supplement the effects of the defined eight-week period. It is the client's responsibility to identify specific eight-week periods that fall short of 40,000 impressions and to notify BMA of the right to free work.

Brazzell Marketing Agency will ensure that the client has the ability to verify the number of impressions received through various reporting mechanisms. The website will track number of pages viewed and number of subscribers and display or email that information to the client. Impressions made via Facebook will be visible to the client via Facebook tracking services (as of 6/4/13 called "Insights"). If the client fails to become an administrator of his/her Facebook page, the client will be unable to verify reach. **IMPORTANT EXCEPTION:** The client must meet all third-party minimum standards for receiving tracking information to be able to make a claim under this guarantee. For example: (as of 6/4/13) Facebook only makes impression tracking available to pages with 30+ fans. While most pages using the Impressions Guaranteed offer will quickly exceed 30 fans, any period with less than 30 fans will leave the client unable to verify number of impressions.

The client understands that reach and impressions are two different measures. Reach refers to the number of people who have come into contact with your content. Impression refers to the number of times your content was viewed and will be some multiple of reach. For the purposes of including website visitors in this calculation, number of pages viewed over a given timeframe will be considered the number of impressions.

At BMA's discretion, this guarantee may be temporarily void if the client fails to approve posts in such a way that would interfere with the ability to achieve impressions. However, BMA will endeavor to overcome the occasional delay in approvals.