

Yakima County Internet Mapping Advertising Contract 2005
Geographic Information Services
128 N 2nd Street
Yakima, WA 98901

Date: _____

Advertiser: (company name): _____

Contact: _____ Title: _____

Address: _____ City: _____

State: _____ Zipcode: _____

Phone: _____ FAX: _____

Email: _____

Web Site Address: _____

Start Month: _____ End Month: _____

Rotating banner ad:

- 3-month cost is \$300 per month
- 6-month cost is \$250 per month
- 12-month cost is \$200 per month

Static ad: one month rate is \$400

Banner Link: (web address that the banner will point to): _____

This contract is entered into by Yakima County and the Advertiser named above for the purposes and subject to the terms and conditions specified below.

1. Yakima County shall provide banner advertising as specified above on its internet mapping application. The advertisement shall not appear on any other Yakima County web page or web site.

2. All advertisements are subject to approval by Yakima County and are limited to those potential advertisers as defined by The Board of Yakima County Commissioners in Resolution 374-2005.

3. Banner advertisements may link to the advertiser's commercial web site, provided it meets the acceptable use policy published on the Yakimap.com web site. Yakima County does not assume responsibility for any material contained on the Web site to which the banner advertisement links.

4. Advertisers must have the company's registered world wide web address (URL) or the company name on the advertisement. Under no circumstances will Yakima County accept advertising without identifying the advertiser.

5. Yakima County reserves the right to decline any advertisement or banner ad link that does not meet the acceptable use policy published on the Yakimap.com web site. Yakima County reserves the right to decline or cancel any advertisement if technical, fraudulent or misrepresentative situations develop.

6. The advertiser shall indemnify and hold harmless the County, its officers, agents, and employees, from all liability, loss or damage, including costs of defense they may suffer as a result of claims, demands, actions, damages, costs or judgments which result from the activities to be performed by the Contractor, its agents, employees, or subcontractors pursuant to this Agreement including any claims or expense resulting from the unauthorized use of any image, name, photo, sketch, design or words protected by copyright or registered trademarks or labels in connection with the advertising.

7. The advertiser may change their ad monthly by submitting a different banner ad once a month for the duration of this contract.

8. Either party may terminate this contract upon sixty days written notice sent by certified mail to the addresses listed above.

9. Online Ad specifications:

Advertisers shall supply a gif image not to exceed 360 x 50 pixels for the rotating banner ads or 179 x 37 pixels for the static ad.

No popup ads are permitted.

No audio is permitted.

If animated, up to 5 GIF frames allowed.

Banner image size is limited to 16k

Banner ads appear randomly in groups of no more than 20, the static ad appears by itself for a one month period.

10. The first month's payment is due at the time the advertisement is placed. Subsequent months are net and billed monthly.

11. This agreement contains all terms and conditions agreed upon by the parties. No change or addition to this Agreement shall be valid or binding upon either party unless such change or addition is in writing and executed by both parties.

Advertiser's Authorized Signature

Date

Yakima County Authorized Signature

Date