

East Cobb News

Local News for the Way You Live Today

ADVERTISING AGREEMENT

DATE: Oct. 12, 2023

CLIENT: Susan Smith-Hopkins, Your Best Choice Insurance Services

The following advertising and social media promotion services will be provided by *East Cobb News* (Wendy Parker, editor/publisher) to Susan Smith-Hopkins, Your Best Choice Insurance Services:

— *East Cobb News* will post an advertisement (300 pixels by 300 pixels) in the left advertising column of *East Cobb News* (including the homepage and all other internal site pages) for a period of three months (90 calendar days), for a payment of \$900, with the design and messaging of the ad approved and provided by the client, and to start on the date designated by the client;

— At the beginning of the ad campaign period, *East Cobb News* will introduce the client across *East Cobb News* social media platforms (Facebook, Instagram, Twitter) and regularly promote the client on those channels for the duration of the campaign, typically every week;

— All advertisements will include a link to a webpage or social media site of the client's choice;

— The display ad will rotate to the top of the page on a regular basis on the desktop/laptop version of *East Cobb News*; the ad also will be configured to be seen inside or between posts on the mobile version of *East Cobb News*;

— *East Cobb News* will furnish the client with complimentary customized reports on the ad campaign's performance (click-through rates, hovers, etc.) on a periodic basis, typically monthly, or more frequently at the client's request;

-- At the start of the campaign, *East Cobb News* will submit, in addition to this agreement, an invoice with the billing terms agreed upon, including any add-on incentives. A total of \$450 (1/2 of the total payment) is due upon receipt when the campaign begins; the remaining \$450 payment is due halfway during the campaign (45 calendar days), and the client will be sent a reminder notice;

— The client will receive three (3) free newsletter ads (600 pixels wide maximum by 300 pixels high maximum) during the campaign, on dates of the client's choice. The newsletter is distributed Sunday and the deadline to submit art is 12 p.m. Thursday;

— The client may make changes to the ad during the campaign; advance notice of one week is recommended.

Signed:

A handwritten signature in black ink that reads "Wendy Parker". The signature is written in a cursive, flowing style.

Wendy Parker

East Cobb News

1509 Johnson Ferry Road, Suite T4, Marietta, GA, 30062

Signed:

Susan Smith-Hopkins

Your Best Choice Insurance Services

Date: Oct. 12, 2023