

Cooperative Solutions

This 6 week campaign starts 8/02/09

Share **300,000** impressions
for just **\$199**

Get
the right
message
to the
right person
at the
right time



Seniors SAVE today!
Seniors take advantage of the TOP 25 local senior-service offers in Tampa Bay

The Maids Home Services
ResCare is a human services company dedicated to helping people in need. ResCare provides job training and educational support to individuals with developmental or other disabilities; education and training to young people through the Job Corps program; one-stop.

Get 1 month FREE

Rescare offers quality service and care
ResCare is a human services company dedicated to helping people in need. ResCare provides job training and educational support to individuals with developmental or other disabilities; education and training to young people through the Job Corps program; one-stop.

One week of FREE home Care

Principal Senior Living Group
Whether selecting a new home for yourself or your loved one, there are a multitude of questions that need answers. In addition to the information on our website questions and answers on the FAQs page, and the availability of PSLG staff, below are some helpful resources.

Deposit Waved Through Sept. 15

Seniors SAVE today!
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50% Off and More

Let us help you get your message out to Seniors 55 years and older in the Tampa/St. Pete area this week! Through our partnership with Yahoo! we'll be targeting seniors in the area with a message that speaks to them, be a part of this campaign and get your message in front of your target audience this week!

Contact us at 941-708-7728 to get started!



in partnership with



Cooperative Solutions

P.O. Box 921, Bradenton, FL, 34206 – 1-800-284-2801

6 Week Campaign Starting: Thurs. Aug 2, 2009 to Thurs. Sept. 16, 2009 Impressions Served: 300k*, Package total: \$199

Advertiser Name: _____ Contact: _____

Email: _____ Address: _____

Phone #: _____ Website: _____

Advertiser Signature

Date

Business Mailing Address/Billing

City, State, Zip

Yahoo Brand Specialist

E-mail/ Phone

BHip Manager

(941)-745-7028
Fax

No annual contract required. Advertiser above has agreed to Cooperative/55+ demo targeted package with Yahoo and BHip. Total cost of \$199.00, billed out in July 2009. Ad campaign will run on Yahoo.com, targeting those 55 and older in the Tampa/St. Pete areas. Through the ad campaign users will be directed back to campaign splash pages featuring YOUR business in detail and link back to your website or online reservation system. Measured results will be provided to advertiser after the 6 weeks, including, impressions served and click throughs to splash page. *Impressions based on 25 participants.

YAHOO! TERMS AND CONDITIONS (As an addendum to current contract)

The following list sets forth the Minimum Terms and Conditions that must be included in the sales agreement of a Party (the "Selling Party") when selling another Party's Graphical Ads Network Inventory (the "Publishing Party"):

1. The agreement must grant the Publishing Party a license to (a) display the advertiser's advertising materials (the "Ad") on the websites, properties, applications and/or devices described on the insertion order (the "Distribution Network"); and (b) modify, copy, reformat, transmit and otherwise manipulate the Ad in connection with such display.
2. The Publishing Party must have the right to reject, remove or cancel any Ad, space reservation or position commitment at any time in its sole discretion.
3. The advertiser must agree to indemnify and hold the Publishing Party, any other entities that own or operate any of the Distribution Network, and the subsidiaries and affiliates of each of the foregoing, and their respective directors, officers, employees, agents, third-party service providers, and third parties distributing the Ads via the Distribution Network, harmless from and against any and all damages, losses or expenses of any kind (including reasonable attorneys' fees) that are incurred by them in connection with any claims of any kind that arise out of or in connection with an Ad, or any website(s) or material(s) that can be linked to through an Ad. The advertiser may not agree to any settlement that imposes any obligation or liability on an indemnified entity/party without that entity/party's prior express written consent.
4. The Selling Party must ensure that any limitations of liability in the agreement do not apply to the indemnification described in Paragraph 3, above. (The indemnification should be "uncapped" in all respects.)
5. The agreement must provide that the Publishing Party's liability to the advertiser is limited to the amounts paid or payable by the advertiser under the agreement (i.e., amounts owed under the specific insertion order).
6. The agreement must include a "make goods" provision that gives the Publishing Party the right, in its sole discretion, if an Ad campaign is not run as scheduled, to either (1) provide the advertiser a refund for Ads not run; (2) run the advertiser's campaign at a later date; or (3) run the advertiser's Ads in a different position of the Publishing Party's choice.



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Advertiser Signature

Date