

## **ADVERTISEMENT INFORMATION**

Advertising on hypertensionmeds.com is accepted by banner ads and button ads. The banner ads are available on the home page plus additional pages on the site. All banner and button ads are static – they are displayed to every viewer of the page. The home page banner ads are larger than banner ads on other pages. There are 5 banner ads spaces available on the home page and 2 banner ads spaces available on each of the other pages. Banner ads can contain links to sites of the advertiser's choice. The button ads must only contain the brand name of the medication, may replace some or all listing of that medication's brand name listing on the site and may contain a link to site of advertiser's choice. Below are examples of banner and button ads.

### **HYPERTENSIONMEDS.COM HOME PAGE BANNER SPACE AVAILABLE**

Home Page Banners: 728 X 90 pixels or smaller (approx size: 10.1 X 1.25 inches)

### **HYPERTENSIONMEDS.COM BANNER SPACE AVAILABLE**

Other Page Banners: 468 X 60 pixels or smaller (approx size: 6.5 X 0.83 inches)

### **BP MED BANNER**

Medication Button: 100 X 60 pixels or smaller (1.39 X 0.83 inches)

Banners contain the text and graphics of your choice. Buttons must only contain the brand name of the medication. Banners and buttons may have a link to the URL of advertiser's choice. Linking URLs must be domain name based and cannot be the IP address (i.e., <http://202.323.475.99>)

We have placed examples of the size and appearance of plain text banner and button ads on the following sample web page: <http://www.hypertensionmeds.com/trial.html>

#### **AD RATES** (see rate card)

##### **Rates prior to full launch of June 01, 2006:**

Home page banner - \$250/month

Other pages banner - \$100/month

Medication button - \$25/month (you must have a banner to purchase buttons).

*Our banners and buttons are static – they are displayed to every visitor to that page. Therefore we only have a limited number of banners available. Securing a banner and its position prior to June 01, 2006 give the advertiser priority in the continued use of the banner site for advertisements after June 01, 2006.*

##### **Rates after full launch of June 01, 2006:**

Home page banner - \$2000/month

Other pages banner - \$1000/month

Medication button - \$500/month (you must have a banner to purchase buttons).

## STARR VISION PRODUCTIONS TERMS AND CONDITIONS

1. Starr Vision Productions, Inc (SVP) reserves the right to reject any advertising materials. All contents of advertisements are subject to SVP's approval. SVP reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time, or remove any advertisement from any website page controlled by SVP, or reject any URL link embodied within any advertisement.
- 2 All insertion orders are accepted subject to provisions of the current rate card. Rates are subject to change upon notice from SVP. In the event of a rate increase during the period of the insertion order, the Advertiser will have the option to cancel the remaining period of the insertion order with one month's notice or as of the date of the rate increase, whichever period is the shorter, without penalty or continues the order at the revised rate.
3. Insertion Orders are due two weeks prior to the closing date. Materials/electronic files are due one week prior to the closing date. Any campaign can be cancelled without charge up to 30 days before the scheduled start date of the campaign. Cancellation damages of 50% of the advertising contract amount will be due and payable to SVP by the Advertiser if campaigns are cancelled by the Advertiser less than 30 days before the scheduled start date of the campaign. After a campaign has started all advertisements must run their contracted duration as per the insertion order form. Please confirm all cancellations in writing 30 or more days prior to the closing date. Contact SVP at 979-345-3236 or aricks@hypertensionmeds.com.
4. SVP reserves the right to invoice advertiser for special or custom production requirements.
5. SVP will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the terms and conditions set forth here. No waiver or modification to the foregoing shall be binding on SVP unless agreed to in writing.
6. Materials must be provided in web-ready format, or customer will be billed design/production charges to make materials web-ready. Web-ready materials means electronic files that are already in GIF or JPEG format which conform to the mechanical specifications published by SVP.
7. The content of all ads incorporating data provided by a third party is not subject to the Advertiser's prior approval but no warranty is given by SVP with relation to the accuracy of such advertisements. SVP does not undertake to review the contents of any advertisements and any such review of, and approval by, SVP shall not be deemed to constitute an acceptance by SVP that such advertisement is provided in accordance with the terms of the Agreement, nor shall it constitute a waiver of SVP's rights hereunder. SVP makes no warranty, express or implied, as to the accuracy of any advert. In the event that any advert is inaccurate, the Advertiser's sole remedy is for SVP to remedy such inaccuracy within 2 working days of it being notified of the inaccuracy by the Advertiser.
8. Advertiser will be invoiced in full upon the commencement of the Contract Period. Terms are net 30 days. All rates are subject to change upon notice from SVP. Payment is to be made in full upon receipt of invoice, unless credit is approved by SVP. All payments to SVP hereunder shall be exclusive of any V.A.T chargeable thereon which shall be payable by the advertiser in addition, where applicable. First-time Advertisers are required to send payment with ad materials for the first insertion. The Advertiser and the Advertiser's agency, if any, placing the advertisement with SVP shall be jointly and severally liable for payment under this contract. Bills or invoices may be sent at SVP's option to the Advertiser and/or the Advertiser's agency. In the event payment is not made when due, SVP may terminate the contract. Should SVP continue to publish the advertisement for the term of the contract, the Advertiser and/or the Advertiser's agency agree to pay late charges and interest as permitted by law, as well as SVP's expenses of collection and/or attorney's fees, said fee and collection costs not to exceed 25% of the amount due hereunder. Notice of any demand for collection or other legal notice to either the Advertiser or the Advertiser's agency shall serve as notice to the other.
9. All banner ads may be updated once per month. Additional updates may be charged at a rate of \$100 per update.
10. The Advertiser and/or the Advertiser's agency will be presumed to have read the entire SVP Web Advertising Specifications & Rates and agree to all terms and conditions listed herein. Such agreement is indicated by the Advertiser and/or the Advertiser's agency signature on orders placing advertisements with SVP. This agreement becomes binding when the order is accepted and confirmed by SVP in writing; however, should ad copy be considered unacceptable by SVP, the contract will be terminated, unless acceptable copy is provided to SVP within the guidelines of this contract, or unless SVP exercise the option of creating an advertisement on behalf of the Advertiser until an acceptable ad copy is received. This agreement shall be deemed to be entered into and performed in Brazoria County, Texas, and shall be construed in accordance with that state's laws without reference to its choice of law rules.
11. SVP reserves the right to re-design parts of or the entire website as detailed in the insertion order and to re-position advertising and sponsorship accordingly without prior notice. The practice of deep linking may be necessary, thus enabling visitors to by-pass your home page to visit specific areas of your website directly. Optimized web pages containing your company name and information may be submitted to search engines at the expense of SVP. Positioning of advertisements is at the sole discretion of SVP except where a request for a specific preferred position is acknowledged by SVP in writing. Material must be received by the agreed date, otherwise position may be lost, reduced or, in the case of directory listings or fixed position advertisements, the insertion term may be reduced.
12. Banner or Button Advertising on SVP's web site does not constitute an endorsement by SVP.
13. Advertisers Representations:  
The advertiser warrants and represents to SVP that:
  - (a) it has the right to publish the contents of the advertisement, without infringement of any rights of any third party including, without limitation, intellectual property rights;
  - (b) it has complied with the codes of practice issued by the Advertising Standards Authority in respect of electronic and on-line advertising and all other relevant industry codes of practice;
  - (c) it will be fully responsible for the terms (including, without limitation, product description, price and compliance with all applicable laws and regulations) of any contract for the sale of goods or services to customers who have seen the advert displayed by SVP.
14. The advertiser agrees to indemnify SVP forthwith on demand and hold SVP harmless against any and all expenses, damages and losses of any kind (including reasonable legal fees and costs) incurred by SVP in connection with any claims, actual or threatened, of any kind (including, without limitation, breach of contract, any claim of trademark or copyright infringement, libel, defamation, breach of confidentiality, false or misleading advertising or sales practices) arising from the advertisement and/or any material of the advertiser to which users can link through the advertisement and any other contract entered into for the purchase of the advertised goods or services.

15. The advertiser will defend or settle at its own expense any action or other proceedings brought against SVP that relates to the advertisement and/or any material of the advertiser to which users can link through the advertisement. SVP shall notify the advertiser promptly of any such claim and shall permit the advertiser to assume and control the defense of such action with Counsel chosen by the advertiser (who shall be reasonably acceptable SVP) and shall not enter into any settlement or compromise of any such claim without the advertiser's prior written consent. The advertiser shall pay any and all proper costs, damages and expenses (including but not limited to reasonable legal fees and costs) awarded against or incurred by SVP in any such action or proceedings.

16. These terms and conditions (as amended from time to time) together with any document expressly referred to in any of the terms, contains the entire agreement between the parties relating to the subject matter covered and supersede any previous agreements, arrangements, undertakings or proposals, written or verbal, between the parties in relation to such matters. No verbal explanation or verbal information given by any party shall alter the interpretation of these terms and conditions. Each party confirms that, in agreeing to these terms and conditions, it has not relied on any representation save insofar as the same has expressly been made a representation in these terms and conditions and agrees that it shall have no remedy in respect of any misrepresentation which has not become a term of these terms and conditions save that the agreement of each party contained in this.

17. The invalidity, illegality or unenforceability of any provision of these terms and conditions shall not affect or impact the continuation in force of the remainder of these terms and conditions.

18. Nothing in these terms and conditions shall be construed as creating a partnership or joint venture of any kind between the parties or as constituting either party as the agent of the other party for any purpose whatsoever and neither party shall have the authority or power to bind the other party or to contract in the name of or create a liability against the other party in any way or for any purpose.

#### 19. HTML

HTML code cannot exceed 3k. 2 images maximum, total file size of images cannot exceed 20k. Client-side image maps are acceptable and must be provided by the client.

Initial WxH	Panel WxH	Full Expanded WxH	Max Weight of Alt Image	Max Weight of Initial Download	Max # of Panels	Max Weight Per Panel
468x60	468x150	468x210	20k	40k	4	60k
728x90	728x225	728x315	20k	40k	4	60k
120x600	300x600	420x600	20k	40k	4	60k
160x600	300x600	460x600	20k	40k	4	60k
180x150	120x250	300x250	20k	40k	4	60k
240x400	240x400	480x400	20k	40k	4	60k
300x250	260x300	560x300	20k	40k	4	60k
425x600	425x600	425x600	20k	40k	4	60k

#### 20. Flash Guidelines

##### Flash Setup Instructions

Allowed: Flash versions 5, 6 & 7. 30KB download and up to 4 additional download streams upon user click are permitted. Each additional stream may not exceed 100KB. Frame rate may not exceed 18 frames per second. Banners that exceed 18 frames per second will not be accepted. 12 frames per second is preferred. Both flash 5-6 swf files will be displayed for Flash 6.0 to 6.0.0.65 plug in browsers only. If the browser does not support Flash 6.0 and above, the alternate image will be served. Loading files from cross domains is not permitted for security reasons.

##### Flash 6 Specifications

The Flash 6 swf file can be published as compressed. Loading jpgs, wavs and mp3s are allowed and must follow the same rule as additional swf files of no more than 4 at 100KB each. The use of Shared Objects is not permitted. Accessing the user's microphone or Webcam is not permitted.

##### Flash 7 Specifications

All Flash 6 specs apply to Flash 7 ads. Streaming video is allowed when using FLV streaming format. FLV files are treated the same as additional swf files of no more than 4 at 100k each. The use of Clip board is not permitted.

#### 21. Miscellaneous

Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like. Advertisement must have a border. Advertisements cannot contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing. No fake or simulated HTML interactivity. Advertisements cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic. We do not allow 3rd party serving of HTML/JavaScript code. 3rd Party Servers are only authorized to serve the alternate images and/or the click-thru urls. All advertisements will be reviewed by SVP and are subject to approval by SVP before placement on the site. Cookies may not be set on the network. SVP reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.

22. All deviations from approved terms and conditions must be obtained in writing from SVP.

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Signature

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Print Name

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Date

**STARR VISION PRODUCTIONS, INC.**  
**INTERNET ADVERTISING INSERTION ORDER**

This insertion order is to place an advertisement(s) on the Hypertensionmeds.com website. (I) We are applying to become an advertiser with Starr Vision Productions. I (we) understand that upon acceptance by Starr Vision Productions, this application becomes a contract under the terms and conditions set forth here, which we have read, understand, and accept.

Business Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Representative: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

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

**Home Page Banners** (5 total banners available. You may inquire about page availability before ordering):

728 X 90 pixels or smaller (approx size: 10.1 X 1.25 inches)

{ }Home Page Banner(s) \_\_\_\_\_ @ \$ \_\_\_\_\_ each per month X \_\_\_\_\_ = \$ \_\_\_\_\_  
(number) (rate) (#months) (total) start date end date

**Other Page Banners** (2 banners available per page. You may inquire about page availability before ordering). check selected page(s):

468 X 60 pixels or smaller (approx size: 6.5 X 0.83 inches)

- |   |  |
|---|--|
| <input type="checkbox"/> Brand Name Listing Page                                      | <input type="checkbox"/> Generic Name Listing Page             |
| <input type="checkbox"/> Classification Name Listing Page                             | <input type="checkbox"/> Adrenergic Neuron Antagonists Page    |
| <input type="checkbox"/> Alpha Adrenergic Agonist Page                                | <input type="checkbox"/> Alpha Adrenergic Blockers Page        |
| <input type="checkbox"/> Alpha & Beta Blockers Page                                   | <input type="checkbox"/> Angiotensin II Receptor Blockers Page |
| <input type="checkbox"/> ACE Inhibitors Page  | <input type="checkbox"/> Beta Adrenergic Blockers Page         |
| <input type="checkbox"/> Calcium Channel Blockers Page                                | <input type="checkbox"/> Thiazide & Related Diuretics Page     |
| <input type="checkbox"/> Vasodilators Page  | <input type="checkbox"/> Adverse Effects Page                  |
| <input type="checkbox"/> International Brand Names Page                               | <input type="checkbox"/> Look/Sound Alike Page                 |
| <input type="checkbox"/> Images Page  | <input type="checkbox"/> Do Not Crush Medication Page          |
| <input type="checkbox"/> Other Selected Page (e.g. Brand or Generic Name Page): _____ |  |

{ }Other Page Banners \_\_\_\_\_ @ \$ \_\_\_\_\_ each per month X \_\_\_\_\_ = \$ \_\_\_\_\_  
(number) (rate) (#months) (total) start date end date

**Medication Buttons** (available for your company's brand hypertension medications). Write in selected brand names.

100 X 60 pixels or smaller (1.39 X 0.83 inches)

- |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

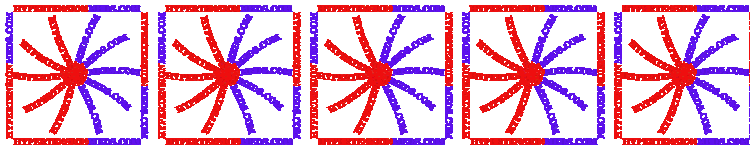
{ }Medication Buttons \_\_\_\_\_ @ \$ \_\_\_\_\_ each per month X \_\_\_\_\_ = \$ \_\_\_\_\_  
(number) (rate) (#months) (total) start date end date

Materials will be provided to Starr Vision Productions in web-ready format. Web-ready materials means electronic files that are already in GIF or JPEG format which conform to the mechanical specifications published by SVP.

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Date



## MONTHLY ADVERTISEMENT RATE CARD

(as of 01/01/06)

(06/01/06)	<i>Rate per month</i> <b>1 Month</b>
<b>Home Page Banner</b>	\$ 2,000
<b>Other Page Banner</b>	\$ 1,000
<b>Medication Button</b>	\$ 500
(06/01/06)	<b>2 – 5 Months</b>
<b>Home Page Banner</b>	\$ 1,900
<b>Other Page Banner</b>	\$ 900
<b>Medication Button</b>	\$ 400
(06/01/06)	<b>6 - 11 Months</b>
<b>Home Page Banner</b>	\$ 1,800
<b>Other Page Banner</b>	\$ 800
<b>Medication Button</b>	\$ 300
(06/01/06)	<b>12 Months</b>
<b>Home Page Banner</b>	\$ 1,500
<b>Other Page Banner</b>	\$ 750
<b>Medication Button</b>	\$ 250

### Contact Information:

Alfred Ricks Jr., M.D. [aricks@hypertensionmeds.com](mailto:aricks@hypertensionmeds.com)

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