

**A BUSINESS GUIDE
to
*Video Bench Advertising***



**HOW TO SET UP AND RUN
A SUCCESSFUL, IN-STORE ADVERTISING
BUSINESS OF YOUR OWN**

www.AdBenches.com



CHAPTER ONE

What Is a Video AdBench

Own a Video Bench Advertising Business!

Easily locate merchants in your area such as Grocery Stores, Malls, Convenience Stores, Retail Stores, Fast Food, Office Complexes, etc. Obtain their permission to place your Video Advertising Bench at their inside entry. Now customers have a place to sit, and you now have a new income source from your very own Advertising Business!

There are a lot of advertising companies with a variety of advertising platforms and various rates out there. They all seem to be making their share of money and it seems the opportunities for new clever ones never stop. Throughout California, they offer ads on top of Gas Station Pumps. The minimum number you must advertise on is four, all at the same Gas Station and you must take a minimum of two months at \$200.00 each! This is \$1,600.00 plus production cost for a small gas pump ad! You can advertise on the side of a semi or a transit bus shelter: 42" x 69". In NYC they cost \$685.00 or in Sarasota \$540.00.

My point here, there are many advertising types and rates. However, your video ad benches placed inside a convenience store is about \$100.00 per month for a 10 second spot with a daily repetition rate of about 240 views or 7,000 views per month! This is very competitive rate against other forms of advertising! And with the ability to show numerous ads on each bench can be very profitable.

A typical gas station/convenience store has an average of 30,500 to 45,000 customers per month, McDonald's average customers per store is over 45,000! That is a lot of foot traffic which we will discuss later in chapter four.

How many businesses do you have in a two-hour drive of your residence or business? By selling advertising on your digital adbenches you could make approximately \$1,500.00 per month per bench. These adbenches can carry numerous advertisers. Just decide the duration of each ad (such as 10, 15 or 20 seconds) then how many ads you want to carry in a loop which will repeat continuously. As an example, if you offer: a 10 second ad for \$100.00 per month and you have 15 advertisers this provides

income of \$1500.00 per month and you have 3: 10 second ad spots left for your own use, or for the store owner ads. These 18: 10 second spots will repeat every 3 minutes in a video loop which will repeat itself continuously. You can then program them daily, weekly or monthly hours and their daily on/off times. If you set your bench to turn on at 8:00 am and off at 10:00 pm your advertisers will enjoy 14 daily hours of advertising! Their ads will show approximately 20 times per hour, 240 times per day or 7,200 times per month! All for only \$100.00, you also could decide what you want to display such as, weather, news, local events, your own promotional items, local advertisers etc. and you can set the hours and days. Plus, you have control of the number of advertisers and the program times for each. This can all be decided on your laptop or home pc CMS content management system dashboard.

The small cost of starting a Video Bench Advertising business is different than the traditional business startup cost, which requires at least \$45,000.00 in working capital for inventory, furniture, office space, personnel, marketing, ult, insurance. It could take several years to show a profit.

With these digital adbenches you can work from your home office and use your garage or rent a small storage unit to assemble these benches. Finally traditional startup businesses require advertising to attract new customers. With these digital adbenches you can place "Advertise Here" with your phone number in a creative ad on your benches to attract inquiry calls from prospective advertisers! If you already own a business, you will have a free source of promotion on your own ad network. These benches allow you to create new ads and change them from your computer keyboard whenever you want.

Traditional businesses try to recover the cost of their initial investment in 2 or 3 years. However, the ROI with digital adbenches maybe much sooner. Since each bench has the possibility of income from several advertisers and the ability to operate this business from a home office your return on investment could be under 10 months! Plus, once paid for these digital adbenches could be used as collateral for an expansion loan since they are an asset! You can show either video ads or digital images.

Besides income from local advertisers, some merchants will inquire about having their own instore bench to promote their various weekly sales, products, specials or even the employees of the month. This will offer you a potential opportunity for various retail stores, grocery stores or restaurants for advertising income directly from the retail store. You can also make money from the various production cost.

CHAPTER TWO

How To Find Locations (Host)

Many retailers will tell you about the most important single item for retail success in their business is “Location, Location, Location”. This includes car dealerships, restaurants, malls etc. including billboard companies and your new video adbenches! One example would be a supermarket.

Pedestrian traffic is important, supermarkets average 60,000 shoppers per month in their stores. Place benches by the entry, check out, customer service, main isles, deli or front of the store with an unobstructed view.

Since these benches are at eye level, with customers walking directly past them they offer a high probability to catch the viewers’ attention, especially with a colorful video commercial. Their walk time is limited so you want to keep the ad message’s short and to the point. Use an eye grabbing background but not complicated. These benches are perfect for Branding’ or keeping a product or service visible to the public. It is important to agree (in writing) with the store owner (the host) the exact placement of the video ad bench (refer to ‘Host Agreement’ form at the end of this manual). These digital benches are designed for indoor use only, keep out of direct sunlight, near a wall electric outlet and internet cable (unless you are using Wi-Fi).

Outdoor billboard companies looking for a sign panel location will evaluate the monthly traffic count and drive approach regarding visibility. Since a billboard location is so important to their industry, they will place their best employees or executives with this responsibility. A billboard on a heavy interstate could rent monthly for \$4,000.00 to \$8,000.00 to an advertiser and cost \$40,000. to \$65,000.to build!

Before you begin your journey to find good locations, I would recommend you are well prepared. They say ‘a picture is worth a thousand words’ and with this in mind I would start with a nice sales presentation binder or an iPad video presentation. This form of presentation will serve several functions: first it will take the clients eyes off you and direct them to the information in your binder/iPad. While you slowly explain your project show them several images of the video adbenches. In your presentation you should have an insurance certificate showing proof of liability insurance for your adbenches. A copy of the ‘Host Agreement’ and bullet listing of your sales points:

- A. These digital ad benches only require 8 square feet of floor space
- B. They will offer your elderly shoppers a place to momentarily rest and set their packages.
- C. Some information about you, if you already own a local business, place some literature or photo of your business.
- D. You carry insurance on each of your digital ad benches
- E. These digital benches are something new, will attract attention and look nice, thus complementing your business.
- F. The retailer will make money (this should be first on the list) and/or free advertising to promote his in-store products and specials.

- G. You will not place any of their competitors on the store benches.
- H. List of other local businesses where you have these video benches.
- I. List of advertisers you will not allow on your video ad benches example: strip bars, fortune tellers, cigarettes, liquor
- J. These digital adbenches have a LED screen and only require a very small amount of electricity monthly.
- K. Basic bench specifications: such as bench size and construction.

In today's economy store owners are aggressively looking for additional forms of income from their stores. You have the option to offer them compensation in several ways:

- 1) Offer the store owner a percentage of the monthly gross income. If you offered 30% of the monthly gross advertising income (\$1500.00), the store owner would earn \$450.00 monthly or \$5,400.00 yearly. The percentage offered would be your decision, but from 15 to 35 percent is the norm. If you offered just 20%, their monthly income would be \$300.00 or \$3,600.00 per year.
- 2) You could offer the store owner a free ad or ads on the bench. Their 10 second spot would show over 7,500 times per month and they could advertise or promote their store products to customers who are already in the store and ready to purchase. You could charge a fee for their production cost or offer that free. These video bench have space for numerous advertisers with income from each. If you already own a business, you could have free advertising from your unsold spots!
- 3) Offer a set amount of several hundred dollars without mentioning percentages.
- 4) Some stores are just happy to have a bench for their elderly customers to rest and get their breath and require no compensation!
- 5) Offer a combination of a small monthly fee, such as \$200.00 and one or two: 10 second advertising spots.

The amount you can offer depends upon the amount you are grossing each month from advertisers. This amount will depend upon the store pedestrian traffic (refer to CPM) the income of the store customers, the location of the bench in the store, the visibility of the bench relative to the traffic.

Keep in mind the income level of the store customer can also be a determining factor in how much you could pay monthly to the store owners. A Bank, Jewelry store, Mercedes Auto Dealer or Yacht club attracts high end pedestrian traffic that an advertiser would pay a higher price for their ad to be shown there!

List of potential locations or hosts:

Convenience stores, supermarkets, malls, golf course club houses, casinos, liquor stores, office complexes, apartment complexes, restaurant lobbies, colleges, shopping centers, truck stops, retail outlets, trailer courts, office buildings, mortgage companies, movie theaters, fairs, trade schools, fitness centers, theme parks, grocery stores, sporting events, area attractions, bowling alleys, airports, hardware stores, pharmacies, resort, motels, hotels, lobby signage, thrift stores, travel agents, dinner clubs, steak houses, night clubs, chiropractors, fast food franchises, hospitals, nursing homes, auto

dealers, tollway plazas, discount stores, colleges, universities, area trade schools, libraries, court houses, city hall, sporting stores, laundry mats, train stations, mega churches, pet stores, coffee shops, banks, furniture stores, patio stores, hair salons, small chain stores, club houses, jewelry stores and medical offices.

In your presentation for bench locations, you may want to refer to these digital ad benches as “Courtesy Benches” which are sponsored by local area merchants.

CHAPTER THREE

Advertising Determine What Price to Charge

CPM

To determine how much, you should charge for your advertising ads, a few items should be considered.

- 1) The advertising rates of your local future competitors.
- 2) The estimated amount of daily or monthly pedestrian traffic of the store and the location of your bench placement in relation to that traffic! And what the resulting (CPM) Cost Per Thousand, is for each location.
- 3) How much the Market Will Pay?

Your Video ad bench locations will be the life blood for your business. Let me break the above three factors down for you and explain.

- 1) What your competitors charge:

Draw a circle with your residence or office, in the middle. The circle should represent a one-hour drive radius. This one-hour radius determines your potential market area and should be thoroughly researched for your competitors advertising rates.

Even in a smaller rural market, your potential business area could be large!

Locate online the various forms of advertising offered in your potential market area. As an example: local newspapers, junior billboard companies, outdoor bus transit advertising, outdoor bus benches, local tv station, radio stations, indoor digital media, local print advertising etc. You need to locate their rates and the estimate number of people who will see their ad.

You are trying to get a comparison of their smaller ads to what you could charge and the number of viewers. Obviously, you cannot compare a large outdoor billboard for comparison to a video ad bench, however an ad on the side of a bus, or a ¼ inch newspaper ad, or indoor medial ad on a tv will give you a good general idea. Remember your form of advertising you offer will be visible for 30 days to the viewer, unlike a newspaper ad or radio spot which is only viewable for one day or one 15 second commercial.

Keep a note on your overall findings for comparison when you are finished on the research for the other two categories below!

- 2) Estimated store traffic and CPM:

The advertising industry use a popular formula to help compare various media efficiency and cost comparisons known as cost per thousand (CPM). The cost to reach 1,000 people through a particular medium. Media planners and buyers use a cpm calculation because its permit's a reasonable comparison of all media types and media vehicles on the same basis. A simple, convenient and useful calculation, cpm is calculated by dividing the cost of an advertisement (x1,000) by the medium's circulation (traffic or customers).

Cost of advertisement x 1,000

CPM= -----

Total circulation (traffic or customers)

For example: suppose a magazine charged \$15,000.00 for a black & white ad and it's circulation was 500,000. To calculate cpm, divide the product of

$$\$15,000.00 \times 1,000 = 15,000,000.$$

$$\$15,000.00 \times 1,000 = 15,000,000$$

$$500,000 = \$30.00$$

The CPM is \$30.00

Another example, suppose your AdBench advertising company

Company charged \$100.00 for one 10 second monthly ad and the estimated pedestrian traffic was 30,000. To calculate cpm, divide \$100.00 (x1000) by 30,000.

$$\$100.00 \times 1000 = 100,000$$

$$30,000 = \$3.33$$

The CPM is \$3.61

Some sample CPM throughout various advertising platforms for:

Google Display Ads	cpm \$ 3.12
Facebook	cpm \$ 8.60
Instagram	cpm \$ 8.60
Outdoor Billboards	cpm \$ 10.00 to \$22.00
Radio spot	cpm \$ 10.00 to \$20.00
Newspaper	cpm \$10.00 to \$45.00

The industry advertising average for CPM is \$ 3.12 - \$ 10.00. The average varies throughout the Nation according to the perimeters as outlined in #1 and #2 in this chapter. Those considerations should be considered in determining your area and situation. If you find you have a bench location with high traffic, where the bench is ideally visible, and the traffic is the higher income bracket. And geographical area has a high cost of living, plus you find your local advertising competitors charge a high cpm then you could also charge a high cpm for your advertising.



CHAPTER FOUR

Locating Advertisers & Sales

Sales Prospecting:

Determine your advertising area competition and compile a list of their customers. Throughout all cities the list is commonly the same: realtors, carpet cleaning firms, chiropractors, dry cleaners,

Auto dealerships, night clubs, atv, motorcycle or lawnmower dealerships, fast food outlets, Convenience stores, supermarkets, malls, golf course club houses, casinos, liquor stores, office complexes, apartment complexes, restaurants, shopping centers, truck stops, retail outlets, trailer courts, office buildings, mortgage companies, movie theaters, fairs, fitness centers, theme parks, grocery stores, sporting events, area attractions, bowling alleys, hardware stores, pharmacies, resort, motels, hotels, thrift stores, travel agents, steak houses, chiropractors, fast food franchises, nursing home, discount stores, colleges, universities, area trade schools, sporting stores, laundry mats, pet stores, coffee shops, banks, furniture stores, patio stores, hair salons, small chain stores, club houses, jewelry stores, loan companies, TV and computer dealers, beauty salons, nail salons, clothing stores, marinas and boat sales, home builders, plumbers, electricians, air and heating contractors, cable company, home heating companies, tax preparers, lawyers, accountants, janitorial firms, lawn care companies, florists, pet shops, eye care, bookstores, tire stores, oil change centers, body shops, mechanics, radio stations, newspapers, television stations, computer sales & repair, local transit company, home cleaning services, elderly care services, fish market, apartment & condo complexes, pest control, golf courses, appliance dealers, frame shops, dentist, eye care, office suppliers. With your own local business research, you will discover there many more additional prospects.

You could call these businesses on your list and inquire who oversees the advertising. When you enter a business, it always helps to know who you need to speak with. However, many times you will find you are speaking with the buyer, so be prepared with your sales presentation.

If you, do your selling by phone you will be able to reach more people per day than the conventional direct contact, however your buyer response will be less. You have a new product that needs to be illustrated and explained in person, especially to the larger advertisers who

may purchase numerous locations. Phone sales will be helpful after your market is familiar with your product. I find personal sales contact has always been the best way!

Since this is a new and exciting form of indoor digital advertising, put this to your advantage. After you have your list compiled, I would send out a colorful brochure describing these digital ad benches. Then follow up with a personal visit. If the buyer does not have the time to meet with you, attempt to set up a future appointment with them and leave additional literature with them. In my opinion this is the most effective and professional approach.

Sales is a true art that requires some human nature insight. I would recommend you purchase a good "Art of the Sale" book and thoroughly learn the contents. You will need this knowledge in both finding hosts for your digital benches and in advertising sales. If you plan on hiring sales personnel you will have a better understanding of their requirements when hiring and supervising.

Offer Bartering:

With the economy today you may want to offer bartering to some of your advertisers if they indicate they have no money in their budget. Here you simply do a trade out for each other's goods or services. If you need a new lawn mower, offer to trade out dollar for dollar to the merchant. Example: a lawn mower you want cost \$400.00, and the merchant is interested in advertising at one of your digital adbench locations. The ad spots at this bench location sell for \$100.00 each per month for a 10 second spot. Give the merchant selling the lawn mower the spot for 4 months in exchange for the mower! This can be repeated for numerous products or services if you elect.

Your Sales Presentation material:

It is important you have professional, colorful looking brochures, business cards, letter heads, envelopes. This includes your sales presentation materials when you visit potential advertisers. You are in the advertising business and offering your help to build their business! Your products must stand out and look impressive yet professional. Have your local printer design your materials as this image is very important.

You can assemble a sales presentation folder with images of your digital ad bench, an area map showing the locations, and a picture of the bench in the store. Possibly some demographics about the store, is it a bowling ally or a grocery store, the estimated pedestrian traffic monthly, the store hours etc. You will need a rate card which describes your basic advertising rates and length of ad, your production cost and various terms.

Consider an iPad or small laptop for your presentation with a quality, professionally made video to describe and sell the ads. You can find many talented artists online to design a professional logo for you and use this throughout your printed materials. Fiverr.com is one site that offers this service, also I would recommend a website with a simple domain name. Something easy to remember, yet the name explains the product. Your logo and name will become your brand to the public. Now that you are in the advertising business, I would highly recommend you purchase several books on advertising, so you are able to understand the business and speak the language. Your customers are counting on your

knowledge to help their business so you should devote some time to learn more on the advertising business.

Develop your sales presentation and back it up with images so the customer will hear and visually remember your product. Remember when you meet with a prospect for advertising you want your sales pitch to flow with the layout of your sales binder presentation as you go page to page. You usually have about 5 to 10 minutes for your offer. If they show interest (usually by their questions or body language) then offer more information and always ask for the sale! The more you know about sales and advertising the easier this process will become. Remember it is your business and your future...the more you put in the more you will receive. You have an untapped market area for expansion!

CHAPTER 5

Digital Advertising & Content Management

Your Digital Video Advertising Bench will come with an enclosed media player to allow you control over your content. It will allow you to play either video or images in a slide show format. You will be able to setup the scheduling of ads and upload your ads from your pc control dashboard decide.

You will have the option to decide between several of the best content management systems in the marketplace. Each offering various features depending upon your local needs and your price selection. Complete information will arrive shortly or with your bench order.

Below please below find a recent article, whose author is knowledgeable in our industry on the digital advertising and content management applications. This will help provide a basic understanding of CMS:

Why you need a content management system for your signage network

Published Nov 18, 2021 By: Dave Haynes

This is part one of our look at the why and how of using a content management system (CMS) with a digital signage network. Read part two for insights into how to choose the best CMS for your business' display strategy.

Although it's often possible to run a digital display from a USB drive, a network with any sophistication, complexity or scale needs proper planning and a management system that enables businesses full control of their content. An effective content management system (CMS) allows end users and solution providers to develop, organize, target, schedule and distribute content more quickly and easily, and then monitor and manage the displays that share this content.

If you only have one or two screens in a single location, running a small set of files over and over with rare changes, then looping playback from a standard USB drive might be sufficient. But most end users need to do far more with their screens — and that requires software that's tailored to the task.

Content

Digital signage CMS platforms, like Samsung's MagicINFO, provide a range of tools and capabilities. At a minimum, they provide file upload capabilities and the option to store and review images and videos. Many of the well-established or more sophisticated platforms on the market will have content authoring tools, which allow users to build media from scratch or use predesigned, preloaded templates to fast-track their designs. These tools are sometimes included in the CMS, or they may be sold as add-ons.

Some platforms feature content stores that include templates based on predesigned functionality, such as a building directory or digital menu system. These stores may also be tied into third-party tools such as subscription content feeds from providers. Users subscribe to auto-delivered feeds that are regularly updated with materials such as news, weather and sports scores.

Many CMS platforms now use HTML5, the latest web presentation technology, to automatically update content, often based on specified data triggers. Practically speaking, this means that on-

screen information — numbers, charts and images — can also automatically update in real time, without operator intervention, because they're tied to a data repository.

HTML5 supports motion graphics and video, and it can be a huge cost-cutter and timesaver because on-screen changes are dynamic and not contingent on someone having the skills or the time to make changes manually.

Management

The complexity of a digital signage network is tied to volume and scale, generally determined by how many pieces of content are in use, how often they're updated, how many different locations and time zones the content is applied in and the uniqueness of programming per site.

There are other factors, but these four have a major impact on a signage network's operating demands. A network of 1,000 media players and their screens can be relatively simple to manage if the same set of files plays at every location and they change infrequently.

But what if the use case is 1,000 bank branches in three time zones? What if the content varies based on the services each branch offers, the demographics of the surrounding area and the dominant languages used? A bank in a rural area may only need one language, but branches in more diverse environments may need messaging in multiple languages.

Organizing all of that manually would be a full-time job for one or several people, and subject to human error. But with the right CMS solution that uses data tags describing attributes and conditions, that scheduling is fast, accurate and largely automated.

Along with organizing, scheduling, targeting and distributing content, your display CMS should validate supplied material, like third-party videos that will play properly on screens, as well as archive old files and weed out expired ones that take up storage space.

Your management platform should also provide dashboard-style summary views of your displays' performance, scheduling plans and anything else that helps operators maximize uptime.

System

The system is the overall platform and the provided tools that keep it running, including these key aspects:

Remote management: The best CMS platforms have robust device monitoring tools that run computing routines to "watch" the media players and screens deployed across your network, and notify you when problems develop. These platforms come with online tools that automatically (or through easy operator intervention) remedy budding problems, and provide quick fixes that don't require costly, time-consuming on-site service calls.

Network integrity: Is the platform secure against hacking and other cyberattacks? Screens and entire signage networks have been hacked before, causing service delays and data compromise. It's crucial that your CMS solution meet the ISO standards for information security, which certify the highest level of security in the digital signage industry worldwide.

Redundancy: Most cloud-based digital signage platforms use third-party network services to host and run their systems. This grants high availability to end users and offers them peace of mind that there are

backups for databases and stored files, as well as power and bandwidth. End users should check that potential CMS providers have layers of redundancy in place for when things go wrong. In most cases, the disruption will happen without anyone noticing. But if your CMS provider has cut corners, when it goes down, so will sales.

Scalability: Any CMS provider can demonstrate how, in a click or two, an update can be sent to a media player and screen across the city, across the country or on the other side of the world. Easy stuff! But what about a network with 1,000 players that all need to be updated at once? A system designed to handle spikes in demand and distribution will handle that efficiently, whereas others may only be designed to update a few players at a time, meaning it might take hours for a crucial update to reach every player.

CHAPTER SIX

Ad Design and Production

If you use images in a slide show format for your ads or video ads I would recommend you locate a local graphic arts designer. You can find them online locally by google search or contact your local cable television station for assistance. Most cable companies offer several cable channels for local community shows and use local production services. Also, individuals from other areas offer this service and can be located online. Try a variety of google keywords in your search: 'video production, cable tv production, local graphic arts designer, video production' these are just a few you could use.

Or the CMS content management system you use may offer various ad templates and design capabilities for a small additional fee.

It is common in the advertising industry to have the advertiser pay to produce their video or image ad. I would recommend you locate local talent to do this design and production work.



ADDENDA

Information for designing content of the 'Location & Sales Agreements'

Below please find informational content for two forms. First, the 'Location' form is intended to serve as an understanding between you the: 'Adbench owner' and the location business owner, referred here as 'Host'. This list of items will serve as information we suggest you include in your form but does not represent all the information you will need. Throughout various areas and States legal wording requirements may differ. We suggest you have your attorney review this information and make the necessary changes and additions prior to having your print shop commence the design, layout and printing. This will apply to both the "Location Agreements and Sales Agreements".

The Location Agreement:

This agreement made on this ___ day of ___ 202_ by and between ___ the store owner, and (YOUR BENCH COMPANY LEGAL NAME). The store owner authorizes the placement of one Indoor Video Advertising Bench measuring ___ inches long to be placed indoors at their store located at: ___ address: ___ City: ___ and State: ___. The specific location of the adbench placement inside the store: ___.

Will this be the specific location during this agreement term? ___.

Specifications of the bench: ___.

The store owner will receive \$ ___ total yearly, in the following monthly payments. Commencing upon the placement of the video adbench: ___

___ dollars (\$ ___) and every month \$ ___ due on the: ___ of each month. Such payments shall be mailed to: ___ in the city of: ___ and state: ___ Zip code: ___. Attention: ___ phone number: ___.

Term of this agreement commencing and ending:

Cancellation terms of this agreement:

Digital adbenches shall be removed within:

Bench remains the exclusive property of: (AdBench co name)

Who is responsible for daily minor paper or debris on bench to pick up?

Electric and internet cable provide by store and accessible to adbench co. and who will pay for said service.

Will store allow bench to be bolted to floor for extra security?

Any repairs needed will be provided by the adbenches co.

The adbenches will be checked on a monthly basis for safety check and cleaning of plexiglass cover.

Liability Insurance coverage will be carried in the amount of \$ ___.

No competing businesses to the store owner will be allowed to advertise on bench and this category shall be listed herein.

No illegal or morally unacceptable advertisers will be allowed on the adbench and this category list shall be listed herein.

The adbench co will have full access during store business hours to the bench and internet connections.

Statement in this agreement that this bench is not for outdoor use or placement in direct sunlight.

List your full legal company name, address, email, phone number, name and title of signee, website URL and that of the business.

An area for Misc:____. (to cover any small, noted changes)

The Sales Agreement:

We the undersigned, hereby authorize and direct you to execute for:____, Video Bench Advertising at the store named:____located at:____in the city of:____. Specified, herein upon the terms and conditions of this agreement as follows: duration of video ad spot:____seconds, shown in an ad loop every:____minutes, continuously during the hours of:____ to:____ daily. This ad will commence on:____ and ending on:____ for a total of:____months. The monthly cost for the ad is:____, due on the:____of each month, starting on:____. In additional a production fee for the design, creation and production of said ad will be: \$____ billed separately and payable upon the initiation of this agreement. Total cost for advertising and production is: \$____.

This contract shall contain all agreements, representations and conditions made by either party thereto; and any additions to, alterations of, and or changes in this agreement, to be binding, must be in writing and signed by both parties; advertisers' copy has been provided and initialed by advertiser.

The company reserves the right to censor, reject or withdraw any advertising copy at any time, before or after production.

List your full legal company name, address, email, phone number, name and title of signee, website URL and that of the business.

An area for Misc:____ (to cover any small, noted changes)

This business manual is intended to supply some of the basic business areas for building a Video Bench Advertising business. It is recommended you consult with your attorney, accountant, insurance agent and other business professionals for additional advice and guidance.

This business opportunity's success is directly related to the knowledge and effort you invest, the opportunity however is real!

Smart Benches LLC, doing business as

www.AdBenches.com

admin@adbenches.com

Cape Cod