



SEARCH & SOCIAL MARKETING SERVICE AGREEMENT

We appreciate the opportunity to earn your business. We know you have a lot of choices when it comes to choosing a local marketing provider and appreciate your choosing Detroit Media Partnership (DMP). Please review this Service Agreement in its entirety and authorize the purchase by completing the signature process.

Customer Information

Company Name: Metropolitan Franchise Group

Advertiser Account #: 030335104

Primary Contact Name: Conrad Knap / Lauri Murray

Acct Exec Sales #:732

Address: 15640 W. 11 Mile Rd, Southfield MI 48076

Phone Number: (248) 557-7062

Email: knapemetro@ameritech.net / pondometro@hotmail.com

Search & Social Digital Marketing Order Summary

Campaign Length: _/_/_-_/_/_

Duration: 13 weeks

Total Price: See Print / Digital Engagement & Loyalty Package

This form also supports New Product Additions: () check here if updating an existing order.

Product(s) Service	Setup Cost	Monthly Budget	Months	Total Product Price
Web Design & Hosting				
SEM - Maps & Reputation Dashboard				
PPC - Search				
PPC - Facebook				
PPC - Retargeting				
SEO – COMMUNITY				
SEO – METRO				
SEO – Multi-Location				
Targeted Email Blasts	x		3	
Opt-in Email				
Social Media				
		Total Cost		\$

Customer Initials:

IMPORTANT – PLEASE REVIEW BEFORE SIGNING

Our Customer Promise:

DMP is the only local marketing provider to offer a Customer Promise, which demonstrates our commitment to providing outstanding customer service throughout your local marketing campaigns. As a DMP customer, you will receive industry-leading service including:

- A dedicated Account Manager with no outsourcing or middleman
- Monthly campaign progress report and discussion
- Proactive communication about ways to optimize your existing campaigns

And you have questions or concerns about your account; we are always available by phone or email.

Billing Terms:

Unless otherwise agreed upon, you will be billed monthly for the duration of the__-month commitment. The first month's charge will also reflect the setup fee (if applicable). You will receive monthly statements of the charges to the address on this Order Form.

Cancellation and Renewal Policy:

In order to avoid interruption to ongoing online marketing efforts, DMP automatically renews all multi-month digital campaigns (e.g., Search Engine Marketing, Search Engine Optimization, Google Maps, Social Media). If you do not wish to renew your marketing campaign, you must provide your Account Executive with written notice (email or letter) **30 days prior to the last day of your campaign.**

The term of this Agreement will begin once the ad campaign is "live" on the web. That being said, if you decide to cancel, we do require written notice for any cancellation at least 30 days prior to the payment date. If you cancel fewer than 30 days prior to your next scheduled payment, you will be charged for the full billing period. Only written cancellations will be accepted and are effective a) after serving the minimum number of days required, and b) at the END of the billing cycle. No proration of fees permitted.

Ad Revision Policy:

We aim to keep prices low and affordable. In order to maintain the low pricing, we will offer up to 2 proofs of ads prior to the first insertion. Any changes requested after the 2nd proof will be billed at \$40/hr.

By signing below, I agree to be bound by the terms and conditions in this agreement and am giving DMP approval for my marketing campaign to proceed as stated above. I also have the authority to make binding contracts for (Customer Name).

Customer Name:

Detroit Media Partnership (DMP)

*Name: LAURI MORRAY
*Signature: Lauri Murray
*Title: b.m.
*Date: 8-20-13

Name: Page Lustig
Signature: PLustig
Title: Account Executive - multi-media
Date: 8.20.13