



You won
Best
Financial
Planner

June 28, 2011

Dear Pleasanton Weekly Readers Choice winner:

Congratulations on winning your category in the 2011 Pleasanton Weekly's Readers Choice contest!

The Readers Choice results will be published in the Pleasanton Weekly on July 22. Readers will be able to reference the information all year both in print and online.

We ask that you refrain from promoting your award until July 22, when it is announced in the Weekly and on PleasantonWeekly.com.

We are offering a variety of special discounted advertising opportunities exclusively to Pleasanton Weekly Readers Choice winners. Attached is an information sheet describing both print and online promotion packages. A Pleasanton Weekly sales representative will follow up with you soon. However, if you prefer, you can fax back the attached sheet to 925-600-9559 by 5 p.m. Monday, July 11.

The Readers Choice 2011 logo is available electronically via your sales representative for digital use. If you have any questions about advertising and the various winners' packages, please contact your sales representative at 925-600-0840. If you do not have a sales representative, you can contact me at 600-0840, ext. 119.

Again, congratulations!

Regards,

A handwritten signature in cursive script that reads "G. Channell-Allen".

Gina Channell-Allen
President / Publisher
The Pleasanton Weekly



5506 Sunol Blvd., Pleasanton, CA 94566 * 925.600.0840 * PleasantonWeekly.com



Embarcadero Media Company
"Readers Choice" Winners Advertising Agreement
Return via fax to (925) 600-1433

Rep: _____ Publication: PLW
Date: _____

Advertiser _____ Phone _____
Street Address _____ City _____ State _____ Zip _____
Website Address _____ E-mail _____

This Agreement is entered into on the date indicated above between the above-named business ("Advertiser") and Embarcadero Media Company ("Publisher"). Advertiser agrees to purchase the discounted advertising and promotion "Winners Package" indicated below:

- Platinum Winners Package - \$1,040. Includes full page ad with color in the Readers Choice section on July 22, 2011, in the Pleasanton Weekly; a listing in the Winners Directory in the Pleasanton Weekly's editions of July 22 and 29, and Aug. 5 and 12. A "medium rectangle" ad on the Pleasanton Weekly website July 29 to Aug. 28; a weblink for one year from the Readers Choice Winners Grid on PleasantonWeekly.com; and a plaque.
Gold Winners Package - \$640. Includes half-page ad (20 units) with color in the Readers Choice section on July 22, 2011, in the Pleasanton Weekly; a listing in the Winners Directory in the Pleasanton Weekly's editions of July 22 and 29, and Aug. 5 and 12. A "medium rectangle" ad on the Pleasanton Weekly website July 29 to Aug. 28; a weblink for one year from the Readers Choice Winners Grid on PleasantonWeekly.com; and a plaque.
Silver Winners Package - \$470. Includes quarter-page ad (12 units) with color in Readers Choice section on July 22, 2011, in the Pleasanton Weekly; a listing in the Winners Directory in the Pleasanton Weekly's editions of July 22 and 29, and Aug. 5 and 12. A "medium rectangle" ad on the Pleasanton Weekly website July 29 to Aug. 28; a weblink for one year from the Readers Choice Winners Grid on PleasantonWeekly.com; and a plaque.
Bronze Winners Package - \$400. Includes eighth-page ad (8 units) with color in the Readers Choice section on July 22, 2011, in the Pleasanton Weekly; a listing in the Winners Directory in the Pleasanton Weekly's editions of July 22 and 29, and Aug. 5 and 12. A weblink for one year from the Readers Choice Winners Grid on PleasantonWeekly.com; and a plaque.
Business Card Package - \$270. Includes business-card ad (4 units) with color in the Readers Choice section on July 22, 2011, in the Pleasanton Weekly; a listing in the Winners Directory in the Pleasanton Weekly's editions of July 22 and 29, and Aug. 5 and 12. A weblink for one year from the Readers Choice Winners Grid on PleasantonWeekly.com.
Directory Page - \$210. A listing in the Winners Directory in the Pleasanton Weekly's editions of July 22 and 29, and Aug. 5 and 12. A weblink for one year from the Readers Choice Winners Grid on PleasantonWeekly.com.

Additional notes / conditions: _____

Advertiser agrees that all invoices are due and payable ten days from date of receipt and are subject to a 1.5% per month late payment charge. Advertiser agrees that Publisher's responsibility for errors in the publication of advertising shall not exceed the value of the first insertion of such advertisement.

If Advertiser cancels their advertisement within 7 business days before publication, a cancellation fee equal to full price for that advertisement will apply.

Advertiser represents to Publisher that Advertiser and its agents, if any, have the full legal right to publish, in the entirety, all advertisements submitted for publication hereunder, and that by publishing any such advertisements Publisher will not violate the rights of any person or any federal, state, or local statutes, rules or regulations, and Advertiser agrees to indemnify Publisher, and hold it harmless from and defend it against any losses, expenses, suits or claims which Publisher may incur and which arise out of the publication by it or any such advertisements, including, without limitation, any claims of libel, violation of rights of privacy, plagiarism, unfair competition or trade practices, or copyright and / or trademark infringements.

The undersigned certifies that he / she is an owner, officer, manager, or other agent of Advertiser, and the he / she is authorized to enter into this Agreement on behalf of the Advertiser.

Authorized Signature of Advertiser _____ Date _____
Printed name of Authorized Signature _____ Title _____

Accepted by Publisher's representative _____ Date _____
Printed Name of Publisher's representative _____