

Campaign Development

With more than 10 million business owners logging onto our website in pursuit of an accountant and over 15,000 accounting firms across the country having become a part of our network **GoodAccountants.com** is uniquely positioned to deliver your advertising message through one of the most powerful online business forums in existence today; [GA Insider](#).

As a trusted advisor and business consultant to millions of business owners and accounting professionals we've created [GA Insider](#) to do exactly that; deliver your commercial message across our nationwide network.



Campaign Development (cont.)

We will serve your video commercials to the business owners that come to our website and request our assistance in helping them find the right accounting professional that can best fulfill their accounting needs. We can also serve your video commercials to the millions of business owners and accounting professionals that have registered at our website. We can feature your advertising message as an embedded link within tens of thousands of emails we send to business owners and accounting professionals from coast to coast.

Accounting professionals use our services to find new clients for their practice whereas business owners and corporations use us to identify accounting and financial professionals that can fulfill their accounting needs. Our ability to attract millions of business owners and accounting professionals who engage our services has become one of the hallmarks of our company. Not only do we speak directly with the business and accounting professionals who use our services we maintain contact with them by telephone and through ongoing email correspondence. Your commercial message will be embedded within our emails and featured on [GA Insider](#), our online business forum.

Our marketing group will work directly with your company to develop a customized advertising strategy that will deliver your commercial message to the millions of business owners, chief executive officers, chief financial officers, chief operating officers as well as to the accounting and financial professionals who use our services.

Creative Formats

- Website Insertials
- Email campaigns
- Video commercial formats; 10 seconds, 15 seconds, 30 seconds, 60 seconds and Infomercials.

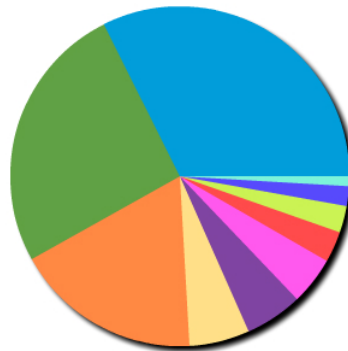
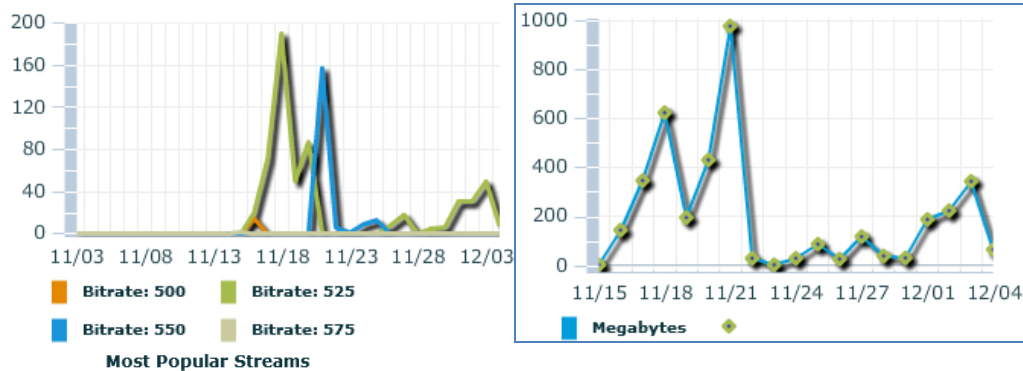
Cost Model

CPM / CPT – Purchases are based on a guaranteed number of impressions

Campaign Optimization

GA Insider delivers your video commercials with tracking that allows us to report daily on Impressions, Click Through Rate and Tractions. By analyzing this data we can optimize the campaign budget toward achieving the best results. You will have the ability to change your commercial or insert additional commercials to the rotation at any time. Your Account Manager will provide you with bi-weekly summaries which include detailed reports on performance.

- Impressions: when your ad is displayed
- Click Through Rate: percentage who click the ad to visit your website
- Tractions: Important actions on the site (purchases, registrations, etc.)



- Final Master -good accountants
- GATV Master Comp
- master Comp-good accountants copy
- BeoLiving
- yd1
- British_Airways
- Final Master - 480x360
- GATV FinalMaster Comp 2
- Master Rev 1-good accountants
- good_acct_testimon_VP6_1Mbps

Performance Reviews

Each of our premium clients receives bi-weekly performance reviews. Each review will include detailed reporting on campaign performance. We also include updates on "best performers" and rotate additional ads in to the rotation in a continuous effort to improve results.

Service Fees

Our standard margin is built in to the cost of the media. We do not charge extra for premium services (Creative development, Campaign Management, Performance reviews) however the client must maintain a campaign budget of \$5,000/month or greater and commit to a minimum of three months.

Terms

Monthly Budget:	\$5,000
Total Term:	3 Month minimum commitment
Dates:	
Total Budget:	\$15,000

Insertion Order

GoodAccountants.com
 393 Sunrise Highway
 Lynbrook, New York 11563
 1.800.505.7861
 advertise@goodaccountants.com

Your Company's Name
 Street Address
 City, State Zip
 Telephone Number
[Email Address](#)

Rep: Patricia Schoenfeld

Campaign Details

Objective: Implement and optimize online video advertising to reach client goals
 Placement: GA Insider
 Targeting: TBD based on campaign objectives
 Purchase Terms: CPM/CPT
 Creative Specs: Two formats (video and print)

Tracking

GA Insider will provide the following services:
 (i) Input toward Customization of ad themes
 (ii) Campaign Setup and monitoring
 (iii) Bi-Monthly Account Reviews

Commitment

3 month initial commitment

	Monthly	Total
Media Spend	\$5,000	\$15,000

*includes unlimited rotation of video commercials

Payment Method

Acceptable forms of payment: Check, Credit Card or Wire Transfer.

Authorization / Signatures

Acceptance

Date: _____
 By: _____
 Title: _____

GA Insider Acceptance

Date: _____
 By: _____
 Title: _____