

Sample Merchant Agreement

MERCHANT AGREEMENT

This Agreement is between INTEGRATED LOYALTY SOLUTIONS ("ILS"), and the undersigned ("Merchant").
Whereas ILS and other Marketing Partners has issued and/or will issue Loyalty Cards to selected person(s) ("Cardholder (s)"). And whereas Merchant desires to honor said Cards upon the terms and conditions set forth in this Agreement. Accordingly, the parties agree as follows and on the reverse side of this Agreement. **The undersigned acknowledge that they have carefully read this Agreement and have not relied upon any representations, statements or promises other than the representations as outlined in the Agreement.** By signing this Agreement the Merchant agrees that I have been provided a copy of the Merchant Agreement.

Account Executive: Your name here Date: today
ISO/VAR Name: Local Heroes Representative: leave blank

Merchant Address _____
Full Name Of Corporation, Partnership or Sole Proprietorship _____
City _____ Postal Code _____
Name of Merchant _____
Ph _____ Fax _____
Contact Name _____
Email _____

Merchant's Benefit Amount (incl. LMG transaction fees): _____

15% & 5%

Exceptions to Merchant's Offer: _____

i.e. Fridays & Saturdays

Approved and Accepted: Sign _____ (to be signed to proceed with ad production)

Term: **today** Thru: **18 months later**

The ("Merchant") will honor the agreement set forth for a period of no less than **18 months** from the initial date set forth and accept and honor all cards upon the terms and conditions set forth in this Agreement.

Ad mock-up

This Agreement has been executed by the duly authorized signatories of the parties as of the above date.

"ILS"

"MERCHANT"

Top half of the Merchant Agreement Form

Sample data has only been entered in the less obvious fields. All of the other fields should be completed.

The 18-month term allows 6 months for start-up and 12 months running.

- The term can be longer.
- It's partly driven by the fact that the directories are published four times per year.

The ("Merchant") will honor the agreement set forth for a period of no less than **18 months** from the initial date set forth and accept and honor all cards upon the terms and conditions set forth in this Agreement.

This Agreement has been executed by the duly authorized signatories of the parties as of the above date.

"ILS" **signature** "MERCHANT"
 Per: _____ Per: _____
My Name, Account _____
 Name and Title **Executive** Name and Title _____
today _____
 Date _____ Date _____

Billing Information

Front Cover \$ **(inside)** **\$4,500**

Back Cover \$ **(inside)** **\$3,500**

Double Page Spread \$ **\$1,000**

Double Category \$ **\$150 extra**

1/6 of Page included (\$300) _____

Full page ad \$ **\$300**

Half page ad \$ **\$500**

Custom Artwork \$ **quote**

Disk conversion \$ **\$10**

Additional scans \$ **\$25**

Additional changes \$ **quote**

Additional colour proofs \$ **\$15**

Sub total \$ _____

Tax \$ **PST + GST**

Total \$ _____

Less 50% Deposit \$ _____

Balance Due upon Final Proof \$ _____

A finance charge of 1.5% per month or 18% per annum will accrue to accounts 15 days past due from the date the Merchant's final ad proof is signed.

Ad mock-up

Depicts a Full Page at larger than actual size.

3 7/8" actual height

2 1/2" actual width

ALL AGREEMENTS ARE SUBJECT TO APPROVAL BY INTEGRATED LOYALTY SOLUTIONS INTERNATIONAL
 700 Larkspur Landing Circle, Ste. 155, Larkspur, CA 94939 Ph (415) 461-6880 Fax (415) 461-6850

WHITE COPY: OFFICE / YELLOW COPY: PRODUCTION / PINK COPY: MERCHANT

Bottom half of the Merchant Agreement Form

Notes:

Standard ads are full color, full bleed (edge to edge) on 60-pound Luna Gloss paper. The directory is wallet-sized.

- Double Page Spread (Truck) is facing pages.
- Double Category places an additional *Half-page* ad in another category regardless of the size of the ad in the first category. (i.e. restaurants and life-style)
- 1/2 Page is the minimum size available.

Standard artwork would include the Merchant's logo, business card, an image, copy of 20 words or less and a mock-up showing how the elements should be arranged.