

EZ\$Contests advanced publishing technology

**On-Demand contests available and ready to use
in one week or less**

Benefits Include:

- Increased revenue
- Involves your community
- Increases the number of people visiting your site
- Increases readership
- Helps with brand familiarization
- Easily integrates into print product
- Easy Administration
- Easy User Interface can be accessed 24 hours a day, 7 days a week
- No other APT products required

APT provides a URL that links you directly to the contest site. Nothing to slow your site down because it is all hosted at APT's state of the art hosting facility.

Our contests ran smoothly and the revenue we received was well worth the small amount of work it took to run. We will definitely do it again.

~ Kristin Johnson, Kokomo Tribune



**APT provides
24 / 7 email and phone
support during your
contest.**

APT's EZ\$Contests

are available for use on any website.

You choose the dates for your registration and voting and the type of contest you would like to run. With so many different contest ideas, you can run as many contests as you want throughout the year.

The application works seamlessly with your print product so you can promote your contests in your newspaper.

Contest Ideas

- Baby Calendar/Cutest Baby
- Valentine's Day
- St. Patrick's Day
- Easter Photos
- Signs of Spring
- Messiest Garage/Backyard
- Mother's Day
- The Big Fish
- Prom
- Father's Day
- 4th of July
- Nature/Landscapes
- Community Events
- Gardens
- Vacations
- Summer Fun
- Back to School
- Fall Foliage
- Hunting Photos
- College Sports Fans
- Professional Sports Fans
- Best Halloween Outfit
- Best Carved Pumpkin
- Best Storm Photo
- Best Christmas Lighting
- Holiday Decorations Photos
- Christmas Pic with Santa
- Best Gingerbread House
- Best Snow Sculpture
- Favorite Pet Photo
- Best Car Photos
- Ugliest Car Photos

Prizes can be sponsored by local businesses in exchange for advertising in the newspaper.

Your community can also benefit if the newspaper decides to give a portion of the proceeds to a local or national charity.

Features

EZ\$Contests is a simple, yet robust application that can be used for any online contest. It supports both "Photo Only" contests, as well as text/story contests. It handles the process of submitting registration, voting and online payment processing.

Features List:

- Credit Card Processing - APT is fully compliant with PCI (Payment Card Industry) standards
- Supports Banner Ads (Newspaper keeps all revenue)
- Confirmation email sent to participants includes Sponsor Banner Ads
- Links back to your newspaper
- Reporting Features
- Administrative Tools
- Supports multiple categories
- Real-time contest results for both online registration and online voting

"I was very happy with the assistance provided during our contest and the application was very user friendly and our contest went very smooth. I am looking forward to more partnerships in the future. We are a very happy customer."

~Tracy Shively, Chronicle-Tribune

Managing your contest is easy with Administrative Tools

Behind-the-scenes administrative panel gives you access to add new entries, manage entries and view credit card logs, along with revenue and photo reports.

All information is updated to the live site in real-time. The user interface is easy to use and is not time consuming and only takes a few minutes each day to keep your contest running smoothly. This helps you stay in control of your contest and revenue.

APT offers a 30 minute WebEx training session on the administrative tools prior to your contest.

"Thanks for all your help with our first online 'Pet Contest'. It was a great success, surpassing all our expectations! We used it as an added component to our annual print pet section. By adding the contest element, we were able to generate four times as much revenue as we have previously with only a print product.

Working with you was a pleasure and the set-up and operation of the contest was easy. We're already looking forward to our next contest."

~Nancy A. Reece, Kentucky New Era, Inc.

A price that fits your needs

APT's revenue-share program means no up front costs to your newspaper

You keep 90% of the total gross revenue, plus all of the revenue you receive from selling banner ads.

(Minimum contest fee of \$300*)

It's Easy!

APT's revenue-share covers the following:

- Processing of all Entry and Voting Fees
- All Set Up Fees/Configuration
- All Credit Card Transaction Fees
- Participating newspaper will receive a check at the end of each contest

For more information on APT EZ\$Contests, contact the APT Contests staff at contests@advpubtech.com.

About Advanced Publishing Technology

APT is a recognized leader in providing newspaper groups integrated advertising, editorial, circulation, accounts receivable and business management systems since 1991. Falcon software is currently installed in over 300 publishing companies worldwide. For more information go to our website at www.advpubtech.com

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contests@advpubtech.com



Online Contest Setup Instructions

To establish your contest, send an email to contests@advpubtech.com at least one week prior to your desired start date with the following information:

1. Contest Name (eg "2008 Cutest Baby Contest", "Cutest Pet Contest").
2. Name, address, and telephone number of your newspaper.
3. Time zone of your location (Eastern, Central, Mountain, or Pacific).
4. Registration start date and time, end date and time, and fee amount.
5. Voting start date and time, end date and time, and price per vote.
6. Document containing your official contest rules. *See Required Language below.
7. List of entry categories if you opt to use more than one.
8. Indicate whether or not you want to allow inclusion of a text description/story with the photo when submitted. We suggest you only do so if your printed registration forms allow the same.
Please note: Each contest entry must include a jpg image. Stock photos can be used if a text entry will be used for the contest.
9. Header graphic must be 768 pixels wide, and no more than 150 pixels tall, .gif or .jpeg format).
10. Banner ad graphic(s) must be 728 x 90 and 40k per banner (6 banners max)
11. Include your logo (.jpg) and list exact website address (URL) to link back to your website from the contest.
12. Name and email address of your contest coordinator. Questions from the site will be sent to this address, and it will be the reply-to address used on confirmation emails sent from the site to participants.
13. Verify that your states gaming laws are being followed.

* Required Language for contest rules:

On-Line votes may be submitted using a valid credit card including, MasterCard, Visa, and Discover. (min. \$5.00 online charge). Only valid, authorized credit card transactions will be considered as a legitimate vote. All authorized credit card transactions are non-cancellable and non-refundable. If your credit card is declined for any reason, no vote will be submitted on your behalf.

General Refund/Cancellation Policy:

Entries: Fees for approved and verified photo entries are non-cancellable and non-refundable.

Voting: All Voting fees are non-cancellable and non-refundable.

What you will receive:

Within 48 hours of receipt of your e-mail, you will be contacted by an APT Online team member to schedule a 20-30 minute WebEx training session covering:

- Approving, editing, and deleting on-line entries.
- Adding mailed or in-person entries/votes to the web site.
- Understanding the various reports provided for the contest application.

You will need access to a computer for the training session, and will receive a username, password, and site URL's at that time.

Support and Questions:

For support questions while your contest is running, you can send an email request to contests@advpubtech.com, or contact the following individuals directly:

- Cheryl McNeil, 818-557-3035 x 126, cheryl.mcneil@advpubtech.com
- Diane Duren, 818-557-3035 x 114, diane.duren@advpubtech.com



* By sending in the above information to start a contest, you agree to the Terms and Conditions of the contest and agree to the 10% revenue-share with APT. (Minimum contest fee of \$300. All contests that exceed \$3,000 in revenue, the 10% revenue-share program applies.) The 10% or \$300 contest fee (whichever applies) will be deducted from the total revenue for the contest and will be sent to the newspaper address listed above at the end of the contest. A signed Certificate of Acknowledgement must be signed prior to your first contest with APT.

CERTIFICATE OF ACKNOWLEDGEMENT

EZ\$Contest Terms and Conditions

This Certificate of Acknowledgement is entered into between _____, located at _____ and Advanced Publishing Technology, Inc. ("APT") dated _____, 2008 and used in conjunction with the Contest Setup Instructions sheet.

The services provided by APT and fees set forth in this agreement shall continue for a six (6) month period from such Effective Date and may be renewed or terminated upon written notice by either party.

By sending in the Contest Set Up Information to start a contest, you agree to the Terms and Conditions, stated herein and agree to the 10% revenue-share with APT. There will be a minimum contest fee of \$300. For all contests that exceed \$3,000 in revenue, the 10% revenue-share program applies. The 10% or \$300 contest fee (whichever applies) will be deducted from the total gross revenue for each contest and will be sent to the newspaper address listed above within ten days after the end of the contest. Gross Revenue includes all walk-in, mail-in and online registration and voting.

The Customer will keep all banner ad revenue.

APT provides 24/7 support during each contest and will also provide via WebEx an administrative training session for each contest as needed by the customer.

All header graphics and ads need to conform to the size and file type listed on the Contest Setup Instructions sheet.

APT does not warrant that the operation of the web pages will be uninterrupted or error-free. In no event will APT be liable to the client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate these web pages or website, even if APT has been advised of the possibility of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

CUSTOMER:

By: _____
Name: _____
Title: _____
Name of Paper: _____
Date: _____

ADVANCED PUBLISHING TECHNOLOGY, INC.

By: _____
Name: _____
Title: _____
Date: _____