



## Introducing the McCartney NetWords program

The Google Network is the largest online advertising network available, reaching over 80% of 30-day US Internet users. So you can be certain that your ads reach your target audience with Google AdWords.

On search sites in the Google Network, your ads could appear alongside or above search results or as a part of a results page a user navigates to through a site's directory. The global search network includes Froogle and Google Groups and the following:



### With NetWords

Your ads will appear alongside or above the results on Google.com search results pages.

Additionally, your ads could appear on the search and content sites and products in the Google Network.

The extensive content network of high-quality consumer and industry-specific websites and products, such as newsletters (U.S. only) and email

programs, includes:



Here are examples of what NetWords ads look like on Google's content network. NetWords ads on the Miami Herald and other sites are targeted to the actual content of the page that day. In the screenshot below, you can see the ads are directly relevant to NBA playoffs articles.



Google also works with permission-based newsletter providers to place NetWords ads targeted to the subject matter of newsletters. The relevant ads shown below are at the end of an iVillage newsletter about caring for the home.



Ads for email are placed by Google computers using the same automated process used to place relevant NetWords ads alongside web pages and newsletters. If the automatic filters detect that the topic of the email is sensitive, we don't show any ads. This addition to the content network currently applies only to English language ads targeted to 'U.S.,' 'Canada,' or 'All Regions.'

**Pricing:**

Campaign Set up fee and keyword bidding set up and competitive analysis **\$799**

Our fee for weekly account monitoring, adding keywords, changing per click bids is equal to 15% of your weekly adwords budget.

*Adwords budget is a daily limit set by you (from \$5 to \$500 per day) and needs your credit card on file with Google for direct billing.*

*Additional training as requested, telephone support **\$85/hr.***

**Optional Banner Package \$349**

We will create 8 animated banners to go into the content network sites who agree to carry Google-served banners. You will also be able to use them for any additional sites or advertising outside of this program.

**The sizes are:**

- |                      |                           |
|----------------------|---------------------------|
| 468 x 60 Banner      | 336 x 280 Large Rectangle |
| 728 x 90 Leaderboard | 120 x 600 Skyscraper      |
| 250 x 250 Square     | 160 x 600 Wide Skyscraper |
| 300 x 250 Inline     |                           |

For examples [click here](#).

For more information and instructions on how to participate, please [download this PDF](#).

## **ENQUIRIES**

Please contact:

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**Tell us about your business**

Please provide detailed descriptions wherever possible. The more we know, the more compelling we can make your AdWords campaign.

**What's your website's main URL?**

http://www.

What's your primary market (check one)?

Business to Consumer (B2C)

Business to Business (B2B)

What's your business category?

**How much would you like to spend on AdWords ads each month?**

US\$

Note: We'll convert your monthly budget into a daily budget when we create your campaign.

**Is your target audience limited to a specific U.S. region or country?**

Yes  No  Worldwide

If so which one(s):

Example: city and state or country/ies

**Your advertising goals and business:**

We'll review your website before we begin. But you can help us create a more effective campaign by answering the following questions.

**What are the top three products or services you'd like your AdWords campaign to promote?**

**What makes your business more compelling than others?**

What's the main reason (pricing, free shipping, promotions, etc.) why someone should purchase from you?

**Low Investment, High Return**

To design your new campaign, open your Google account, populate it with your chosen keywords and monitor the first week's progress we'll charge you \$299. So get your site in front of the world and get proven results—all while making the most of your ad budget.

**How We Contact You**

Name

Email

## Checklist:



1. Check all the fields are filled out above.



2. Make sure you give us your correct email.



3. Give us 3-4 business days to review your website and create your campaign.



4. Log on to Google and start searching for your ad from the list of keywords provided.

## CREDIT CARD AUTHORIZATION

I understand my credit card will be charged by McCartney Multimedia, Inc the amount in the total box below one time for this service. I also authorize Google to use this credit card for my chosen Adwords budget. MMI will monitor, consult and bill to the account for a fee equal to 15% of my AdWords Budget. I will be given a password to my account and can monitor or cancel at any time.

Options selected:

AdWords plan \$799

Banners \$349

TOTAL MMI AMOUNT

I wish to spend \$\_\_\_\_\_ per day x \_\_\_\_\_ days with Google.

Date campaign to commence \_\_\_\_\_ Date campaign to end \_\_\_\_\_

Type of Card: Visa  Mastercard

3 Digit Security # (from back of card) \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Expiry MM/YY \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

Please fax back to Angie at : 310 301-8136