

## TherapistUnlimited.com Media Kit

TherapistUnlimited.com receives over **85,000 unique visitors** each month and over 800,000 page views each month. These visitors find our site through the search engines by searching key terms related to drug rehab and therapy. Advertising campaigns through these search engines can cost \$5 to \$10 dollars “per click” for the key terms.

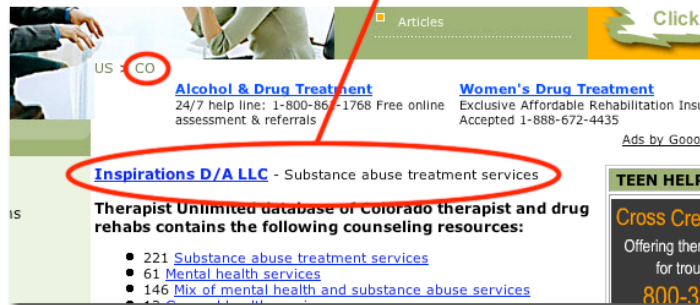
### Advertising Options

**Example:** listing for Inspirations D/A LLC in Colorado

#### State-Wide Listings –

This option will put a link to your organizations listing at the top of every page of a state category of your choice. Maximum of 10 listings per state will be accepted.

**Only \$59/month**  
In most states.

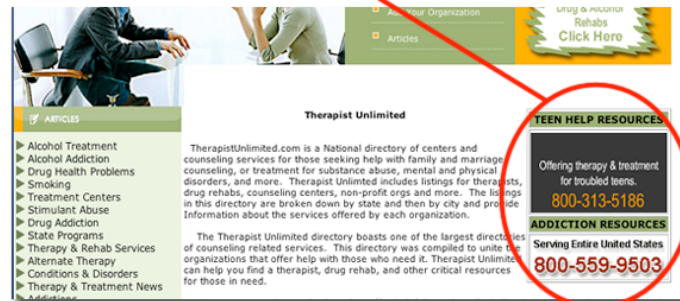


**Example:** site-wide banner ad

#### Site-Wide Listings –

A banner for your organization will appear on every page of the site. Maximum of 5 site-wide banner ads will be accepted.

**Only \$1000/month**



**Upgraded Listings** – An upgraded listing allows you to customize your listing on our site! With an upgraded listing you can add 3 images, a 200-word write-up, and 1 hyperlink to your own site. All this for a **one-time fee of only \$200**.

With options as little as \$59/month advertising on TherapistUnlimited.com is very affordable. Similar services on other sites will cost \$200/month and more.

**TherapistUnlimited.com offers the best price on targeted traffic in the industry!**

We encourage you to compare our prices with any other site in the industry that can provide you with the same amount of traffic.

**For more information on pricing or details contact us at:**  
**info@therapistunlimited.com**

## TherapistUnlimited.com Advertising Agreement

### Advertiser information

Company Name: \_\_\_\_\_ Street: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Title: \_\_\_\_\_ Email: \_\_\_\_\_  
Direct Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Advertising Options

Select the desired advertising option(s) below.

State-Wide Listing  State Listing(s) \_\_\_\_\_  
Site-Wide Listing

\_\_\_\_\_  
Signature Date  
For Advertiser

\_\_\_\_\_  
Signature Date  
For TherapistUnlimited.com

*All Insertion Orders are subject to TherapistUnlimited.com's standard Advertising Terms.  
www.therapistunlimited.com*

# **TherapistUnlimited.com**

## **Standard Terms and Conditions for Advertising**

### TherapistUnlimited.com Marketing

The following terms and conditions (the "Standard Terms") shall be deemed to be incorporated into the attached insertion order (the "Insertion Order"):

1. **Terms of Payment.** The Insertion Order must be paid in advance of the advertisement start date, unless credit is approved in advance by Mulligan in accordance with its then current credit policy. Mulligan reserves the right to suspend performance of its obligations hereunder (or under any other agreement with Advertiser) in the event Advertiser fails to make timely payment hereunder or under any other agreement with Mulligan.

2. **Positioning.** Except as otherwise expressly provided in the Insertion Order, positioning of advertisements within the Mulligan properties is at the sole discretion of Mulligan. Mulligan may, at its sole discretion, remove from the Insertion Order (and substitute with similar inventory) any content that it believes in good faith to be a trademark, servicemark, trade name, company name, product name or brand name belonging to or claimed by a third party.

3. **Renewal.** Except as expressly set forth in the Insertion Order, any renewal of the Insertion Order and acceptance of any additional insertion orders shall be at Mulligan's sole discretion. Pricing for any renewal period is subject to change by Mulligan from time to time.

4. **No Assignment or Resale of Ad Space.** Advertiser may not resell, assign or transfer any of its rights hereunder, and any attempt to resell, assign or transfer such rights shall result in immediate termination of this contract and the immediate obligation of Advertiser to pay any payments due or scheduled according to this contract, without liability to Mulligan or obligation by Mulligan to further perform its obligations under this contract.

5. **Limitation of Liability.** In the event (i) Mulligan fails to publish an advertisement in accordance with the schedule provided in the Insertion Order, (ii) Mulligan fails to deliver the number of total impressions, page views, clickthroughs or events specified in the Insertion Order (if any) by the end of the specified period, or (iii) of any other failure, technical or otherwise, of such advertisement to appear as provided in the Insertion Order, the sole liability of Mulligan to Advertiser shall be limited to, at Mulligan's sole discretion, a pro rata refund of the advertising fee representing undelivered events, placement of the advertisement at a later time in a comparable position, or extension of the term of the Insertion Order until total contracted events are delivered. In no event shall Mulligan be responsible for any consequential, special, punitive or other damages, including without limitation, lost revenue or profits, in any way arising out of or related to the Insertion Order/Standard Terms or publication of the advertisement, even if Mulligan has been advised of the possibility of such damages. Without limiting the foregoing, Mulligan shall have no liability for any failure or transportation interruption of any kind, work slowdown or any other condition beyond the control of Mulligan affecting production or delivery in any manner.

6. **Advertisers Representation; Indemnification.** Advertisements are accepted upon the representation that Advertiser has the right to publish the contents of the advertisement without infringing the rights of any third party and without violating any law. In consideration of such publication, Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Mulligan, and its employees, representatives, agents and affiliates, against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred by Mulligan in connection with any claims, administrative proceedings or criminal investigations of any kind arising out of publication of the advertisement and/or any material of Advertiser to which users can link through the advertisement (including without limitation, any claim of trademark or copyright infringement, defamation, breach of confidentiality, privacy violation, false or deceptive advertising or sales practices).

7. Provision of Advertising Materials. Advertiser will provide all materials for the advertisement in accordance with Mulligan's policies in effect from time to time, including (without limitation) the manner of transmission to Mulligan and the lead-time prior to publication of the advertisement. Mulligan shall not be required to publish any advertisement that is not received in accordance with such policies and reserves the right to charge Advertiser, at the rate specified in the Insertion Order for inventory held by Mulligan pending receipt of acceptable materials from Advertiser which are past due. Advertiser hereby grants to Mulligan nonexclusive, worldwide, fully paid license to use, reproduce and display the advertisement (and the contents, trademarks and brand features contained therein) in accordance herewith.

8. Right to Reject Advertisement. All contents of advertisements are subject to Mulligan's approval. Mulligan reserves the right to reject or cancel any advertisement, insertion order, URL link, space reservation or position commitment, at any time, for any reason whatsoever including belief by Mulligan that placement of advertisement, URL link, etc., may subject Mulligan to criminal or civil liability).

9. Cancellations. Except as otherwise provided in the Insertion Order, the Insertion Order is non-cancelable by Advertiser.

10. Construction. No conditions other than those set forth in the Insertion Order on these Standard Terms shall be binding on Mulligan unless expressly agreed to in writing by Mulligan. In the event of any inconsistency between the Insertion Order and the Standard Terms, the Standard Terms shall control.

11. Miscellaneous. These Standard Terms, together with the Insertion Order, (i) shall be governed by and construed in accordance with, the laws of the State of California, without giving effect to principles of conflicts of laws; (ii) may be amended only by a written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements, whether written or oral, between the parties. Advertiser shall make no public announcement regarding the existence or content of the Insertion Order without Mulligan's written approval, which may be withheld at Mulligan's sole discretion. Both parties consent to the jurisdiction of the courts of the State of California with respect to any legal proceeding arising in connection with the Insertion Order/Standard Terms.

Mulligan Marketing  
Standard Advertising Terms 17 May 2005