

# Proposal/Agreement

## Publisher's Proposal/Agreement for ' \_\_\_\_\_ Magazine' featured on www.iMags.tv (a division of iNet Entertainment)

Many thanks for taking the time to discuss our unique promotional opportunity for your online video magazine \_\_\_\_\_ to be integrated into our Web Portal [www.iMags.tv](http://www.iMags.tv). Here are the details that were agreed upon regarding the online video publication of:

\_\_\_\_\_ (Publisher's Video Magazine)

*iNet Entertainment's* exciting marketing/ technology *iCan Get It*, allows viewers to click on products/services they see in the videos of your publication \_\_\_\_\_, and go directly to the Advertiser's Web Site to either **Learn More** or **Purchase** immediately. All videos on [www.iMags.tv](http://www.iMags.tv) with *iCan Get It* marketing/technology can also be utilized, at no extra cost, via:

- Publisher's and/or Vendor's **Facebook Page**
- Sent out to Publisher's and/or Vendor's **opted in email data base**
- Placed on Publisher's and/or **Vendor's Web Site**
- All hand held appliances (**phones and pads**)

**iNet Entertainment**, working with the Publisher, will be responsible for overlaying *iCan Get It* technology on all product(s) selected by \_\_\_\_\_ (Publisher). Pricing is determined by the number of SKU/Units (products/services) integrated into the show using *iCGI*.

### Suggested Ad Pricing and Costs:

1. Initial Production, Marketing and Consultation (**PMC**) cost for up to a 50 Page magazine \$1750.
2. *iCan Get It* proprietary point-click-buy marketing/technology (video 'Hot Spots') per SKU/Unit (one product/service) suggested Publication price \$1750
3. Suggested Ad costs:
  - a) **Cover:**
    - Includes video WITH two *iCGI* Hot Spots
    - PLUS two page spread inside magazine\*
    - Cost \$2750 (Publisher \$1750 and **PMC** \$1000)
  - b) **One Page Includes:**
    - One video
    - Up to three photos
    - Text
  - c) **\*Two Page Spread includes:**
    - Two videos
    - Up to 6 photos
    - Text
  - d) **Revenue Opportunity: iCGI Hot Spots added to any video:**
    - Cost \$1750 (Publisher \$1000 and **PMC** \$750)
    - ONE Hot Spot or Front Cover will offset the publication cost of the magazine
    - Any additional *iCGI* Hot Spot revenue generated becomes all profit

### Marketing Options

- a) Additional 'opted in' email addresses of people with the magazine's specific interest can be purchased from **iNet Entertainment** for even greater viewership
- b) Publisher can elicit opted in mailing lists from related associations or charities for free page stories or ads (**iCan Get It** technology NOT included)

**Responsibility of Publisher**

1. Supply all graphic material to **iMags** and **iMags** will format to a finished publication with photos, text, videos and audio interviews all integrated into the magazine and ready to launch.
  - a) Material (photos, logos, text) can be sent as separate copy or completed format (pdf)
  - b) Videos can be forwarded in almost any file
  - c) 'Hot Spots' – where clickable service or product is to be featured is to be designated by time code on each video
2. Assist in Social Networking promotion
  - a) by uploading online video magazine to requested Facebook Page
  - b) by creating a Video email that can be sent to an opted in email data base

**NOTE:** Full payment per SKU/unit cost is required to commence **iCan Get It** marketing /technology. An invoice will be sent under separate cover when number of SKU/units have been determined.

3. **Confidentiality:** Publisher acknowledges that all online video publishing information obtained from iNet Entertainment LLC is confidential. Therefore it is essential to keep all information belonging to iNet Entertainment LLC absolutely confidential and protect its release to the public. Publisher agrees not to divulge report, reveal or use, for any purpose, any of this confidential information which Publisher has obtained from iNet Entertainment LLC.

**Responsibility of iNet Entertainment**

1. Provide a Web Portal, [www.iMags.tv](http://www.iMags.tv), featuring Publisher's Online Video Magazine.
2. Format all material (videos, photos, text, audio, etc) into a finished publication
3. Link product/services (SKU/units) on selected videos to go to designated landing page on Vendor's Web Site
4. Host Show on **iMags.tv**
5. Promote and market Publication via methods outlined above
6. Upload show to Publisher's and Vendor's Facebook Page
7. Assist with video email for Publisher and Vendors to send to their data base.

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Publisher

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