

CONTRACT FOR INTERNET ADVERTISING

General Information

- a) MillionDollarTaxi.com (MDT) is a pixel advertising website created primarily to raise funds for NYCabs, LLC.
b) NYCabs, LLC (NYC) is a Michigan business entity which seeks to assemble and operate a large-scale, professional taxicab service for Oakland County and eventually all of Metro Detroit.
c) MDT will display its website, and purchased ads, for at least five years.
d) Advertising space on the main home page and other pages will be sold primarily in the form of pixel advertisements, but not excluding other types of advertisements such as banners, etc.
e) MDT is listed on Google, Yahoo, other search engines, and uses MetaTags and other means of SE optimization.
f) MDT has features designed to provide a quality web surfing experience for viewers, increasing repeat traffic.
g) These features currently include Video of the Day, Word of the Day, Discussion Forums, Chat Rooms, DUI information, Dream Cruise 2008 gallery, a Myspace page, a blog, and other features to come.
h) Features are subject to change, at MDT's discretion and due to demand.
i) MDT fully expects to create media publicity and community publicity for its site and its pixel advertisers.
j) Funds will be overwhelmingly used toward NYC, which seeks to assemble and operate a large-scale, professional taxicab service in Oakland County. A portion of funds may be used for MDT maintenance and general funds.
k) Advertisers on the MDT home page will be given first rights of refusal to car-top ads when the taxi service begins.

Ad Specifications

- a) Pixels will be sold on the main home page of the website, www.milliondollartaxi.com, on a first-come-first-served basis.
b) If requested, MDT can help an advertiser with creating quality ads -- generally at no charge.
c) Each pixel grid is 1,000,000 pixels, sold in sets of 100 pixels -- the smallest reasonably visible block.
d) Ads include: (a) a main image that must fit into the purchased pixel space, (b) a "rollover" image that can be quite larger than the main pixel ad, (c) generous text space, and (d) a link to the webpage of advertiser's choice.
e) Animations are allowed only in "rollover" images, not main pixel ad images.
f) Ads and links must not contain anything illegal, obscene, or in violation of copyrights or any other laws.

Pricing

- a) Price per pixel is USD \$1.00 (one dollar).
b) Minimum pixel order, the smallest block that can be reasonably viewed, is a block of 100 pixels (\$100).
c) Pixel ads are one price for the entire five year term of this contract.
d) Free ad space available: Any paid pixel advertiser on the home page is entitled to free pixel advertising on a number of other MDT grids, such as "The 'W' Mural" and "The Corner Mural."
e) Other free grids may be added, with new themes, in accordance with pixel sales on the main page.
f) Free ads are reasonably limited to (3) ads on any one page, or a total of 25,000 pixels on any one page.
g) Special permission may be granted for larger sizes, subject to MDT's discretion (and your creativity).
h) Free ads can be posted on all free murals with the limits resetting, as above, for each page.
i) Refunds available only if the ad cannot be published. Once the ad is published there will be no refunds.
j) Ads may be removed only in special circumstances, such as a violation of ad terms or defunct ad link.
k) VIP OFFER: Advertisers who spend \$1,000+ will receive a free large permanent ad on a content page.

PRINT _____

SIGN _____

DATE _____

BLOCKS _____

PRICE _____

ID: _____