

Jeff Applebaum

From: Tim Michael [tim.michael@gmail.com]  
Sent: Monday, April 16, 2007 4:28 PM  
To: Jeff Applebaum  
Subject: Re: FW: Clickbooth Network Exclusive CPA IO and Terms

How do you feel about the 5k initial prepay?  
This is something we can come up with, might not need to pull any favors at this point...  
Thoughts?

On 4/16/07, Jeff Applebaum <japplebaum@bellsouth.net> wrote:  
Tim,

These have been executed!

Jeff

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From: Laura Paff [mailto:laura@clickbooth.com]  
Sent: Wednesday, April 11, 2007 5:15 PM  
To: japplebaum@bellsouth.net  
Subject: FW: Clickbooth Network Exclusive CPA IO and Terms

Laura Paff  
Sr. Clickbooth Advertising Executive  
A Division of IntegraClick, Inc.  
Tel: 941.483.4188 x224  
Fax: 954.337.0734  
AIM: LauraClickbooth  
Email: laura@clickbooth.com



*admitted w/o objection*



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From: Leah Dromgool [mailto:leah@integraclick.com]  
Sent: Wednesday, April 04, 2007 5:15 PM  
To: jeff@runmycreditreport.com  
Cc: advertisers@clickbooth.com; laura@clickbooth@gmail.com

RMCR0002882

Subject: Clickbooth Network Exclusive CPA IO and Terms

Hey

Here's the IO for your exclusive offers with the corresponding advertiser agreement. Please read through and if everything looks good, sign and fax back all pages to the # in my signature. The term of the IO is indefinite so after the initial prepayment of \$5,000.00 has been exhausted, you'll only receive an invoice at the beginning of each month for the previous month's conversions or more often as necessary depending on volume. Payment will be due Net-7 after IntegraClick, Inc sends the invoice.

Before your offer(s) can go live in our network we will need the following from you:

For your Advertiser Rep:

1. Signed IO
2. Signed Terms and Conditions
3. Deposit (if Applicable)

Please email the following to the Media Team at [media@clickbooth.com](mailto:media@clickbooth.com):

1. Unique Tracking URL
2. HTML Creative(s)
3. Text Backup(s)
4. No Non-misleading From/Subject Lines
5. Unsub Link (for use in the html and text creatives)
6. Unsub Address (for use in the html and text creatives)
7. Suppression List (Please send an updated suppression list a minimum of once per week to [media@clickbooth.com](mailto:media@clickbooth.com) )
8. Variable used for SubID tracking
9. Banners (120x60, 125x125, 468x60, 250x250, 300x250, 120x600, 160x600, 728x90 and 720x300 are all preferred banner sizes)

If we can download these from a network, please send login information to [media@clickbooth.com](mailto:media@clickbooth.com) and cc me. A member of the Media team who has been assigned to your offer will be in touch with you shortly. Should you have any technical questions in the meantime please feel free to contact the Media Team at 941-483-4188 x628 or by emailing [media@clickbooth.com](mailto:media@clickbooth.com).

All offers are placed in a Queue before the campaign can go live; however the campaigns are not placed into the Queue until we get the checklist of relevant materials up above.

Please let me know if you need anything or have any questions or concerns. Thank you!

in  
y,

eah Dromgool  
Accounting Administrator

RMCR0002883

9/7/07

**Jeff Applebaum**

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From: tim.michael@gmail.com  
Sent: Tuesday, April 17, 2007 10:34 PM  
Japplebaum@bellsouth.net  
ject: start

Hi jeff,

i know theres a lot going on right now but i want to set an "official" date with you. I have an office space in mind, a PO box, and i'm pretty much ready to roll. Get back to me when you can with your thoughts.

best,

tim

-----Original Message-----

From: "Jeff Applebaum" <Japplebaum@bellsouth.net>  
Sent: Mon, 16 Apr 2007 21:09:05 -0400  
To: "'Tim Michael'" <tim.michael@gmail.com>  
Received: Mon, 16 Apr 2007 21:09:22 -0400  
Subject: RE: FW: Clickbooth Network Exclusive CPA IO and Terms

no problem, i'll send the money as soon as we have these site live.

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