



30 Off Local is a great way to gain new customers, see tangible results from your advertising, SAVE CASH and take advantage of additional program promotions.

WHAT YOU DO

- Authorize Local Daily Media to promote and sell a monthly allotment of certificates to our readers and listeners in exchange for advertising credit (\$500 in certificates per month, 12 month minimum recommendation)

WHAT WE DO

- Promote your gift certificates to our local readers through ongoing digital display advertisements on our news sites and e-newsletter
- Promote your gift certificates to our listeners on our radio stations through ongoing recorded spots and live mentions from on-air talent
- Promote 30 Off Local and participating businesses through social media, community partnerships and other advertising outlets
- Exchange advertising credit for the full value of the certificates we sell

WHY IT WORKS FOR YOU

- This is a 100% risk-free promotion
- We offer the 30% discount—not you!
- We create a "top of mind" awareness
- People trust us—and our endorsement of your business

KEY FEATURES

The Queue	One-Step Redemption	All-New Platform
When your certificate inventory is sold out for a particular month, shoppers can join the queue to reserve a limited number of your certificates allowing more unique customers to purchase your certificates.	Use the 30 Off Local App (iOS & Android) to scan, verify and redeem certificates in one step. Manual redemption through the app and desktop versions also available.	In June 2017 we launched a new platform providing an improved shopping experience for customers and more opportunity to promote your business to our shoppers.

EXAMPLE
 \$100 Certificate

- We promote your gift certificate and the 30 Off Local website on our channels
- We sell the gift certificate for \$70 (a 30% discount)
- We keep the \$70 dollars and give your business \$100 in advertising credit to be used at a later date
- You choose the gift certificate denomination and monthly budget
- It's totally risk-free
- We process the entire transaction and provide customer support



Let's start promoting your business!

Please fill out the information below and sign the contract on the last page.

Advertiser	Contact
Billing address	City/state Zip
Physical address	City/state Zip
Phone	Email
Value of each certificate	Number of certificates
Total value of certificates	Disbursement frequency



3 SIMPLE STEPS TO PREPARE FOR 30 OFF LOCAL

1. Select your verification plan

There are several ways to verify and redeem certificates you receive - choose the options that best serve your business. *The most common and least obtrusive plan is to verify in batches using the app.*

	METHOD	TIMING
App	<ul style="list-style-type: none">Download the “30offLocal” app (Apple Store / Google Play)Login with credentials provided via emailScan QR code for one step redemption or manually type in the gift certificate code	In Batches <ul style="list-style-type: none">Collect certificates and verify them weekly*.Use the 30 Off Local Memo pad to write down the codes when presented on a mobile device.
Online	<ul style="list-style-type: none">Go to https://peninsula.30offlocal.com/Login with credentials provided via emailManually type in the gift certificate code	On the Spot <ul style="list-style-type: none">Verify each certificate as it is presented during the transaction.

*In the uncommon event of duplicate use, 30 Off Local assumes all responsibility. Notify our team immediately with details of the situation and we will handle customer communication and provide you with additional advertising credit when appropriate..

2. Create a plan for partial use

When a customer has a remaining balance on a certificate, you can:

- Issue a gift card
- Issue one of your gift certificates

3. Educate your team

This is essential! Educate and inform your staff about 30 Off Local, in particular by sharing and discussing the following:

- 30 Off Local Sample Certificate
- Your verification method
- Your remaining balance plan



Agreement

The following agreement outlines terms and conditions for participation in the 30 Off Local Program (the Program), as agreed to between _____ (Advertiser) and Davis Media dba Local Daily Media (Local Daily Media/Daily Media).

Terms and Conditions:

1. Advertiser hereby authorizes Local Daily Media to issue certificates in Advertiser's name in total amount, denomination and distribution frequency set forth in the attached 30 Off Local Order Form.
2. Advertiser furthermore authorizes Local Daily Media to promote these certificates in the Program, and offer them for sale at any price set by Local Daily Media, but with the usual offering price to be approximately 30% below the face value of the certificate.
3. Any and all proceeds from the sale of the certificates, whether cash or in any other form, are the sold property of Local Daily Media.
4. Local Daily Media hereby agrees that, for each certificate sold, Local Daily Media will pay to the Advertiser the full face of the certificate in advertising credit for use on any Local Daily Media property (radio or digital), as chosen by the Advertiser, and according to the Advertising Rate Sheet and terms provided therein. This is a non-cash agreement between the two parties, unless otherwise agreed to by mutual, written consent.
5. This agreement is for a minimum of 12 months; however, either party may cancel at any time after 6 months from the date of this Agreement. At the expiration of the initial term, the Agreement will automatically renew for successive 12 months periods unless cancellation is submitted in writing. Two weeks notice is required for cancellation following the initial 6 months term. In the event of cancellation, all unsold certificates will be removed from the Program and destroyed. Advertiser is still obligated to redeem any certificates sold and still outstanding, even after cancellation; and furthermore understands and agrees that Local Daily Media will run Advertiser's commercials to offset any credits due to Advertiser.
6. Advertiser understands and agrees that all commercials and credit accrued under this plan are non-refundable and cannot be transferred to any other party without the expressed written consent of Local Daily Media.
7. Advertiser agrees to honor and redeem these certificates without delay, and without condition, at full face value to any party presenting them, for a period of two years from date of issue, as is required by state (NC,VA) law. Advertiser will honor multiple certificates from the same party. Advertiser agrees that each certificate is good for all goods and services for sale at Advertiser's place of business, without exceptions or limitations, unless specifically noted by Local Daily Media on printed certificates.
8. Advertiser agrees to allow partial redemption of certificates during a transaction. In the event of a partial redemption, the Advertiser is required to issue their own gift card I gift certificate in the remainder amount for use in a future transaction.
9. Advertising schedules will not run prior to the sale of certificates. All redeemed commercials must run according to the rates and times provided in the Rate Sheet. Local Daily Media will use their best efforts to run all commercials on the dates and times requested by Advertiser. If the commercials do not run at previously specified dates and/or times for any reason, Local Daily Media will run the commercials at the next available date and time acceptable to advertiser within the 60 day limit.
10. Advertiser agrees to indemnify and hold Local Daily Media harmless for any claims brought forth by any party purchasing, or attempting to purchase merchandise or services from the Advertiser with 30 Off Local certificates.

Signatures and dates:

Local Daily Media Authorized Signature

Date

Authorized Agent for the Advertiser

Date