

MINORITY PROFESSIONAL NETWORK

THE GLOBAL CAREER, ECONOMIC & LIFESTYLE CONNECTION™ FOR PROGRESSIVE PROFESSIONALS
THE VIABLE SOURCE OF TOP TALENT FOR DIVERSITY-FOCUSED EMPLOYERS™



Minority Professional Network, Inc.

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BASIC MARKETING DISPLAY AD TRADE AGREEMENT

About Minority Professional Network (MPN)

MinorityProfessionalNetwork.com [MPN] is the fastest growing Global **Career, Economic and Lifestyle Connection™** for mature and progressive African, Asian, Hispanic, Native Americans, Caribbean, other diversity and women professionals across the U.S. and around the world. MPN has become a **Viable Source of Top Talent™** for diversity-focused employers, recruiters, staffing agencies and other entities which target talented diverse individuals who can positively impact a company or client's bottom line.

Founded and initially launched in 1998 via e-Newsletters, since its official web site unveiling on November 30, 2001, the MPN Network has regularly attracted hundreds of thousands of site visitors, millions of hits, and tens of thousands subscribers from across all 50 U.S. states and over 50 international countries. The MPN scope includes dedicated site calendar pages and subscriber audiences for 55 U.S. geographical markets and 16 international destinations.

MPN offers employers, advertisers and partners' diversity recruiting, resume generation, marketing and branding, supplier diversity, and event planning access via our website, e-newsletters, and offline initiatives to our audience of highly educated, experienced, talented and geographically dispersed corporate, entrepreneurial and student business professionals.

Terms of Agreement

This **Basic Marketing Display Ad Trade Agreement**, herein called the "**Agreement**", is by and between **Minority Professional Network, Inc.**, herein called "**MPN**" and the following organization / entity listed below, herein called "**DISPLAY AD TRADE PARTNER.**" The parties for themselves, their heirs, legal representatives, successors and assigns, agree as follows.

This **Agreement** will commence as of the later of the signatures and dates entered below, and will continue in full force and effect until or unless terminated by either party providing written (electronic or faxed) notice of termination to the other. This **Agreement** may only be amended by documents signed by both parties. Below is the list of proposed partnership/co-branding elements, and potential strategic and fiscal rewards that will benefit both **MPN** and **DISPLAY AD TRADE PARTNER.**

IN CONSIDERATION of the mutual covenants contained herein, both parties do hereby agree to the following:

What Minority Professional Network (MPN) will provide?

1. **DISPLAY AD TRADE PARTNER** conference/workshop/function/event or general marketing display **button-size*** image (125x125 pixels) or **banner-size*** image (468x60 pixels) will always be featured on at least one or more relevant MPN web portal pages (e.g., **MPN Home Page**, **Global Calendar** Page, applicable **Interest Specific** calendar page(s), and/or **Geographical Area** calendar page(s) with actual page location based on page display ad space availability).
2. **DISPLAY AD TRADE PARTNER** conference/workshop/function/event marketing display **banner-size*** image (468x60 pixels) or **button-size*** image (125x125 pixels) will be periodically featured in any applicable MPN Interest Specific (e.g., Career Resource Connection, Student Resource Connection, Diversity Business Connection) and/or MPN Geographical Area **e-Newsletter** (e.g., Atlanta, New York, South America, East Africa) distributed during the duration of this agreement.
3. When applicable, **DISPLAY AD TRADE PARTNER** will create one or more standard calendar listings (using the "**FREE Calendar Listings**" interface) and press release / announcement listings (using the "**Submit Articles / Content**" interface). MPN will upgrade to featured listing status upon activation.
4. MPN will generally encourage our online audience and e-Subscribers to register for, attend and support our **DISPLAY AD TRADE PARTNER'S** events, initiatives, web site, organization, publication, products/services, etc., as applicable.

What DISPLAY AD TRADE PARTNER will provide?

- As long as this agreement remains active, "MinorityProfessionalNetwork.com (MPN)" will receive recognition as a partner with a graphical web presence and link from STRATEGIC PARTNER official website and/or via its print publication or event program booklet as follows:
 - The "MinorityProfessionalNetwork.com (MPN)" 293x162 pixels company logo* (or 468x60 pixels or 125x125 pixels marketing display image*) will be prominently displayed as a "Partner (or Media Sponsor)" on the **DISPLAY AD TRADE PARTNER web site** with a reciprocal link to the MPN portal - <http://MinorityProfessionalNetwork.com>.
- When possible or applicable, "MinorityProfessionalNetwork.com (MPN)" will be listed and/or acknowledged as a media, communications, or community partner or supporter if and when other in-kind sponsors are verbally acknowledged at all **DISPLAY AD TRADE PARTNER** events and functions.
- When possible or applicable, **MinorityProfessionalNetwork.com (MPN)** will be listed and/or acknowledged as a media, communications, or community partner or supporter if other in-kind sponsors are also acknowledged in all **DISPLAY AD TRADE PARTNER** event marketing promotional efforts (e.g., all event-related press releases, public service announcements, program booklets, event signage, and other promotional materials). Any text or images should be linked to the MPN home page - <http://MinorityProfessionalNetwork.com>.
- When possible, **DISPLAY AD TRADE PARTNER** will facilitate introductions of MPN with key persons (e.g., corporate executives, partners, recruiters, HR professionals, and diversity representatives) representing entities that might benefit from any of MPN's offerings, solutions and capabilities. This can be accomplished via face-to-face introductions, e-mail or phone, or promotional material distribution.

Display Ad Trade Partner Action Items to Activate This Agreement

MPN has limited staff and thus typically does not allocate our limited resources to dedicate considerable time on "trade agreements." Therefore, given that our portal is interactive, and our standard trade agreements have been posted online (click on "Affiliate Partners"), this agreement has been designed to be implemented with **minimum resource allocation** from MPN. To activate this agreement, the **Display Trade Partner** must do as follows:

- Receive verbal, fax or electronic approval from the MPN Office or an authorized MPN representative that MPN is willing to enter into this trade agreement.
- Fully complete the "authorization section" below; sign, date and fax this agreement to 770-322-1987.
- (*) DISPLAY AD TRADE PARTNER** will provide the button-size (125x125) and banner-size (468x60) marketing display images in accordance with the standard MPN ad specs listed via the Advertising Solutions channel on the MPN web site - <http://MinorityProfessionalNetwork.com/advertise/Graphical-Display.htm>.
- Where required and as applicable to cross promote or acknowledge MPN, the **DISPLAY AD TRADE PARTNER** will download ALL standard MPN online or print marketing display images, full page ads or other promotional materials from the MPN marketing and collateral references menu - <http://MinorityProfessionalNetwork.com/Collateral.htm>.

AUTHORIZATION

IN WITNESS WHEREOF, the persons signing below certify they are authorized to bind their respective entities to the terms and conditions of this Agreement:

	MPN AUTHORIZER	DISPLAY AD TRADE PARTNER AUTHORIZER*
Entity:	Minority Professional Network, Inc P.O. Box 55399 Atlanta, GA 30308-5399	
Authorizer Name:	Dominique Walton Brooks, M.D., MBA	
Authorizer Title:	Vice President, Strategic Partnership Initiatives	
Phone / Fax Number:	+1 770-322-9323 / +1 770-322-1987	
E-mail Address	Partnerships@MinorityProfessionalNetwork.com	
Signature Date	Per Partner Receipt of Verbal, E-mail or Faxed Consent from Authorized MPN Representative	
Authorizer Signature	<i>Dominique Walton Brooks</i>	

* To activate this agreement, please populate the requested data above, sign and fax or mail to MPN

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