

# PROPOSAL



701 Lee Street, Suite 1050 Des Plaines, IL 60016 T 847.699.2999 F 847.699.2935 [GO2partners.com](http://GO2partners.com)

DATE: March 18, 2014

COMPOSED BY: Michelle Gadus

COMPANY NAME: Pete's

JOB #: 11004-1

ATTENTION: Pete Rubin

**Project Name** April Headliner 2014

## **Description**

GO2 Partners will take the existing creative recently developed for the February/March Headliner and modify the piece for an April version. The call out of the promotion on the ad featured on the back page of the piece will be removed. The ad will be adjusted to accommodate these changes.

## **Advertising Objectives**

The headliner will be used to promote featured items from Pete's suppliers.

## **Specs**

Quantity: 5,100

Size: 8-1/2" x 11", 8 pgs

Stock: 80# Gloss Cover

Ink: 4/C Process

## **Pricing**

Headliner: \$899.87

Production Cost: \$599.69/M

\*The above pricing does not include shipping and handling.

## **Please note: This proposal is valid for 30 days, and does not include tax or shipping and handling.**

We appreciate the opportunity to partner with you to drive top-line revenue. GO2 Partners is to be held harmless for any and all liabilities regarding materials, images, or text provided by the client for this project. GO2 Partners will retain sole and exclusive ownership to all rights, title and interest in any work papers, proprietary information, processes, methodologies, and know how that GO2 used in the creation or development of the Products and Services provided (the "Deliverables") throughout the development period. However, GO2 will not sell to or share with any other party any client specific information used or created for the client in the development of the Deliverables. The Deliverables produced by GO2 Advertising are works made for hire and become the sole and exclusive ownership of the client upon completion and payment for said Deliverables; however, the client is acquiring no interest in GO2's proprietary information, processes, or methodologies. The concepts, designs, trademarks and other materials which were provided by the client and those which GO2 Partners has or has created that will be delivered to the client, have not been reviewed by legal counsel, with regard to whether or not the Deliverables infringe on the rights of any other party, nor if such Deliverables may be eligible for Federal Trademark or Copyright protection. Nonetheless, GO2 must act reasonably in the creation of Deliverables and cannot knowingly or negligently create or use materials that could be deemed to infringe upon the rights of other parties. We always urge our clients consult with their legal counsel with respect to these matters.

Sincerely,

SIGNATURE:

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Michelle Gadus  
Senior Account Manager

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Pete Rubin  
Pete's North America, Inc.