

MAXIMIZE YOUR EXPOSURE ONLINE

Join FTD Local Search and improve your online search position.

FTD Local Search can help increase the visibility of your website in premier search engine results to drive traffic. Using Search Engine Marketing, FTD Local Search blends organic search engine optimization with paid search advertising to increase exposure. Let FTD save you time and maximize your results to help grow your business.

BENEFITS

- Professionally managed Search Engine Marketing program
- Access to extensive search networks, including premier search engines
- Reach 100+ local directories where 98% of consumers are searching
- Drive additional site visits, calls and orders
- Get proven results with access to campaign performance reports



Getting started is simple! Just complete the FTD Local Search form and FTD will handle the rest. Based on the information you provide, FTD's Budget Calculator will determine most efficient monthly budget.

Sign up today! Contact FTD Florists Online at 866.926.5197 or FOLGoldSupport@FTDi.com.

JOIN FTD LOCAL SEARCH TODAY

MEMBER NUMBER		SHOP NAME		CONTACT NAME (PRINT)	
ADDRESS		CITY		STATE	ZIP
TOLL FREE PHONE	LOCAL PHONE	EMAIL	AUTHORIZED MEMBER SIGNATURE		
SOLD BY				DATE	

General Terms and Conditions: The above Member hereinafter referred to as "Member," of Florists' Transworld Delivery Inc ("FTD"), hereby represents and warrants that the person signing above has full authority to bind the Member to the terms and conditions hereof. Member shall abide by all obligations required by this order for FTD Local Search Services. Such Local Search Services shall consist of providing the above Member with marketing for its florist business through placement of advertising on internet search engines as well as other possible marketing methods aimed at increasing the Member's florist business. Such Local Search Services shall be charged on Member's FTD Clearinghouse Statement. As stated below the charges for such services shall consist of estimated monthly campaign spend set forth below which is an average over a 12 month period. During certain high volume periods the actual monthly campaign spend to the Member may vary substantially, but again will stay within the below listed estimated monthly campaign spend when averaged over a 12 month period, plus or minus a 10% variance. In addition to the foregoing campaign spend, there will be a one time setup fee of \$100 and a \$25 monthly maintenance fee in any month where a local search advertising campaign is being run on behalf of Member. This order and other applicable fees shall be set forth in the General Terms and Conditions of FTD Local Search Services, which are incorporated by reference and made a part hereof. Such General Terms and Conditions and this order shall together constitute the "Agreement" between Member and FTD.

SET UP CAMPAIGN — Determine budget, targeting, products and services to promote.

CAMPAIGN TARGET START DATE

ESTIMATED MONTHLY CAMPAIGN SPEND* (\$100 MIN - MAY VARY BY AREA) USD (SUBJECT TO VARIANCE AS EXPLAINED ABOVE)

SETUP FEE: \$100 • MONTHLY FEE: \$25

NOTES:

RADIUS OF TARGET AREA 10 MILE RADIUS 15 MILE RADIUS 25 MILE RADIUS **RURAL TARGET AREA** YES NO

MOST DESIRED TARGET CITIES (UP TO 10)

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

CONSUMER CONTACT EMAIL _____

LANDING PAGE URL _____

PHONE NUMBERS ON SITE _____

OTHER PRODUCTS AND SERVICES TO PROMOTE LOCAL TOLL-FREE
 WEDDING SYMPATHY EVENTS OTHER _____

ENHANCED CALL TRACKING: Member, by signing below, agrees to have all calls responding to the advertising campaigns authorized hereunder recorded through enhanced call tracking. Also by signing below, Member hereby understands and agrees to be solely responsible to notify, as may be required by applicable state law, all of its employees in advance that calls received by Member under this campaign will be recorded. See other restrictions set out in the General Terms and Conditions of FTD Local Search Services.

I Agree to have the Enhanced Call Tracking: _____ Authorized Member Signature _____

*In order to maximize results, campaigns require a minimum commitment of 6 months.

The issuance of any notice to unsubscribe to any FTD services, such as the FTD Local Search, must be in writing. The method by which any such notice must be given and received by FTD is required to be in writing using one of the following means: certified mail return receipt requested, email with email confirmation, General Message or fax with fax confirmation of receipt.

Email the completed form to FTD Local Search at FOLGoldSupport@FTDi.com

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