



IBS Costa Rica

Sponsor Positioning Key Word **“SPIke”**

Program description

How the program works?

Spike is NOT an Individual, or Company Pay Per Click (PPC) private marketing campaign. This is a “Global” campaign oriented to an index of affiliate members. However; you will have your own sub-domain within IBS Costa Rica and will be listed in an “Index of Partners” If you are interested private marketing or training please call us.

Once you become a member, IBS Costa Rica will build a “Sub-domain” that will look like this yourcompany.ibscostarica.com here you will have your own landing page inside IBS Costa Rica. This page will be built with “our” design, however; you will be able to place your logo, primary information “catch or hook”, to bring your customer into your site, plus a direct link to your website. Aside from this sub-domain your company will be listed in our “Index of Partners” where you will have extra exposure for “other” customers that are NOT looking for your product but may become POTENTIAL customers.

How much does it cost?

- Setup fee is: \$25 – One time only. (This includes your sub-domain, web page, placing of information, logo and other images (up to 3) plus link to your website. Also in the price included your Google Campaign setup. **Please see “Administrative Cost” below.
- Administrative fee starts at \$20 – per month. **Please see table below.
- You can start your PPC program with as little as \$50 per month. You may decide if this amount suits your needs and can raise your monthly fee or setup a “daily fee” towards your marketing campaign.
- ****IMPORTANT** THE ENTIRE AMOUNT OF MONEY SETUP FOR THE PROGRAM WILL BE USED TOWARDS YOUR CAMPAIGN. NOTHING WILL BE DEDUCTED FROM HERE****

Administrative cost

- There is a flat monthly fee of \$20.00 USD for monthly maintenance on keywords and changes. This fee covers up to “30 KEYWORDS”, please add \$5 per set of 10 KEYWORDS after 30. **see table below

- **A one month deposit is required in order to setup your account. Why?** – Well, my credit card will be charged on your company’s behalf, therefore; I need to make sure those charges are going to be secure.
- **Is this money refundable?** If you let me know **30 days** ahead that your company will be ceasing the Google Campaign, then at the end of the 30 “natural days” of Google billing cycle you will get your refund. (Taking into consideration that you are not behind your payments)
- **How much is the deposit?** The deposit will be the equal amount of your monthly budget. If you increase your monthly amount, you would have to cover the difference.

How much money goes towards my campaign?

ALL OF YOUR BUDGET WILL APPLY TOWARDS YOUR CAMPAING

There are variables that will affect your campaign cost: **Please see table below

1. **Maximum Cost Per Click (CPC)** ie.0.30 cents (minimum 0.20 cents) US
2. Number of days the campaign will be open
3. Choice on the campaign: “**Standard:** Shows ads evenly over time” or “**Accelerated:** Shows ads as quicker as possible – recommend”
4. Number of keywords
5. Amount available per day.

Please review the examples in the table below to give you an idea which marketing campaign best suits your needs. .

This will be discussed more clearly on the day your company meets with IBS Costa Rica

Mo. Budget	Marketing Days* M-F	Daily Budget	Cost Per Click	Max. of Daily Clicks	No. of Keywords (kw) Samples:
\$50	20	\$2.50	0.20	12	2 kw = 6 clicks each
\$50	20	\$2.50	0.30	8	10 kw = around. 1 click each
\$50	20	\$2.50	0.35	7	
\$50	20	\$2.50	0.40	6	
\$100	20	\$5.00	0.20	25	
\$100	20	\$5.00	0.30	16	
\$100	20	\$5.00	0.40	12	

How I get started? – Easy! Once you have an understanding of how the program works. Give us a call and we’ll setup a meeting. Meanwhile, you can go ahead and use the worksheet below to start setting up your budget.

Step 1

Please select your Monthly Budget: \$_____

Please Select Max Cost Per Click \$ _____

Please Select Marketing Days for Campaign _____ per _____
(Week/Month/Biweekly)

Step 2

Please provide a list of words or ideas about your business (Min 20 words). IBS Costa Rica will do the research to see which keywords have the best benefit for your company. We will provide as well an idea of the “Minimum” Cost Per Click on selected keyword according to Google Suggestion.

Contract Terms and Conditions:

IBS Costa Rica is a company oriented to businesses located in Costa Rica. We are the business side of “Gráfica Visual de Costa Rica Ced: 3 – 101 – 182639. Our program will strive to bring you success in obtaining customers, based on a key word contract. We cannot guarantee customers; we can only guarantee leads that may come into your website. You will have to use your own customer sales ideas or prepare your website to look appealing to customers. We will provide a report, if available, on your marketing campaign. This report will be given to you at **NO** cost once a month; you will need to send us an email requesting such report. If you need other reports there will be a fee of \$5.00 per report. The reports will give you an idea about your website “strongest” and “weakest” areas, thus; allowing you the opportunity to correct it. We **WILL NOT** setup companies based on: **Profanity, Discrimination, Sex, Internet games, or Political issues**. If your company’s business is based on the above... Thank you, we don’t need your business.

Conditions on payments: The key word marketing campaign is based on “actual” real time customers. Payment has to be received **3 days before** the beginning of each month, for that particular month. Your campaign cannot be started if payment is not received. ***In other words, payment is expected right away.*** Once a member, if you fail to make payments on time without calling us, we will “**Paused**” your campaign. If you call us and promise payment within 24 hours, after its due date, your campaign **WILL NOT** be paused. To reopen your campaign due to late payment has a cost of \$25. ***If you decide to cancel your campaign without contacting us, any charges incurred by Gráfica Visual de Costa Rica, also known as IBS Costa Rica, from Google will be deducted from your deposit. If your company fails to cover charges due, incurred by you due to neglecting payment or this contract, and your charges exceeds your deposit, legal actions may be started and your company will be responsible for all attorney’s, court cost, legal fees, and any other fees.*** There is no time limit to this

contract you/your company can make use of this service from 1 month to 1 year or longer. However; a 30 days cancellation notice is required.

Please note that payment for your campaign has to include the monthly fee. Please the table below.

Number of Key Words	Administrative Fee
1 to 30 key words	\$20 per month
31 to 60 key words	Add \$5 per SET OF 10 key words
61 – 80 key words	Add \$10 per SET OF 10 key words
81 – 100 key words	Add \$15 per SET OF 10 key words
Example: You have 30 key words you pay:	\$20 per month
You have 40 key words you pay:	\$25 per month
You have 80 key words you pay:	\$50 per month

If you have any questions, please feel free to contact us:
Office 506- 231-0417 Cellular: 506 – 347 - 4801

I have read and agree with the contract, please sign me up for the program:

***Required Field**

***Company’s Name:** _____
***Contact’s Name:** _____
***Title:** _____
***Telephone No. :** _____
Other Phone No. _____
Other Phone No. _____
Email Address: _____

I am interested in the following campaign:

Please select your Monthly Budget: \$ _____
Please Select Max Cost Per Click \$ _____
Please Select Marketing Days for Campaign _____ per _____
(Week/Month/Biweekly)

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CROP09	PADRON DE CEDULAS JURIDICAS	CROM04
HORA	CONSULTA POR NOMBRE	FECHA 29-05-2007
18:31:49		
Cédula	Self	Nombre

3-101-182639

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GRAFICA VISUAL DE COSTA RICA SOCIEDAD
ANONIMA

Please email to manager@ibscostarica.com in order to start processing your request.
We will be calling you back to complete the setup process.

Thank you

Pedro Martinez
IBS Costa Rica/Grafica Visual de Costa Rica
General Manager