

Advertisement with Shoot’n Score

Shoot’n Score It (SSI) <http://shootnscoreit.com> is free to use for all sport shooters, club and match organizers. By advertising with SSI you can reach sport shooters and support this effort (for reach and usage see statistics). The benefits with advertising with SSI are:

## Reach your customers and your market directly

You can select and target your ads just for your market; choose a complete region e.g. North America, some selected countries e.g. Sweden and Norway or some selected US states e.g. only Texas and Georgia or combination of all. Your ad will be shown with matches and events only in these markets

## Reach shooters when they plan and prepare

By advertising with SSI you will be visible when a shooter is preparing and planning for a match. Your ad will be displayed randomly among events that match only your selected market. Your ad will also be shown for all events that are completed when shooters are checking their results.

## Cost effective way to drive traffic to your site

When you advertise with SSI you will be able to show an image and a link that will open a new web browser window whenever the image is clicked upon. This will be an extremely cost effective way for you to get traffic to your site and you can create a targeted landing page just for this traffic. If you need help or ideas here, just ask us and we will help you.

## Support sport shooters world wide

SSI is free for all shooters, clubs and match organizers and is approved for official usage and plan to add support for additional shooting sports as much as time and funding allows us. By advertising with SSI you help us make all this possible and support sport shooters all over the world.

This document contains the current terms and conditions and also ordering form for advertising with SSI. There is also a section describing the analytics and usage of SSI allowing you to understand the audience you can reach with us.

To make an order, just complete the ordering section of this document and send to us at [sales@shootnscoreit.com](mailto:sales@shootnscoreit.com).

If you have any questions or ideas you are always welcome to contact us also.

Some statistics

As of end of August 2013 there are 7500+ registered users of SSI. Year-to-year growth has been 80-100% from the start 3 years ago and predicted to continue during 2014.

To show the reach of SSI, during July 2013 there was 7 900 unique visitors to SSI, on average they visited 7.3 pages and spend 6 minutes on the site (total of > 30 000 pages visited).

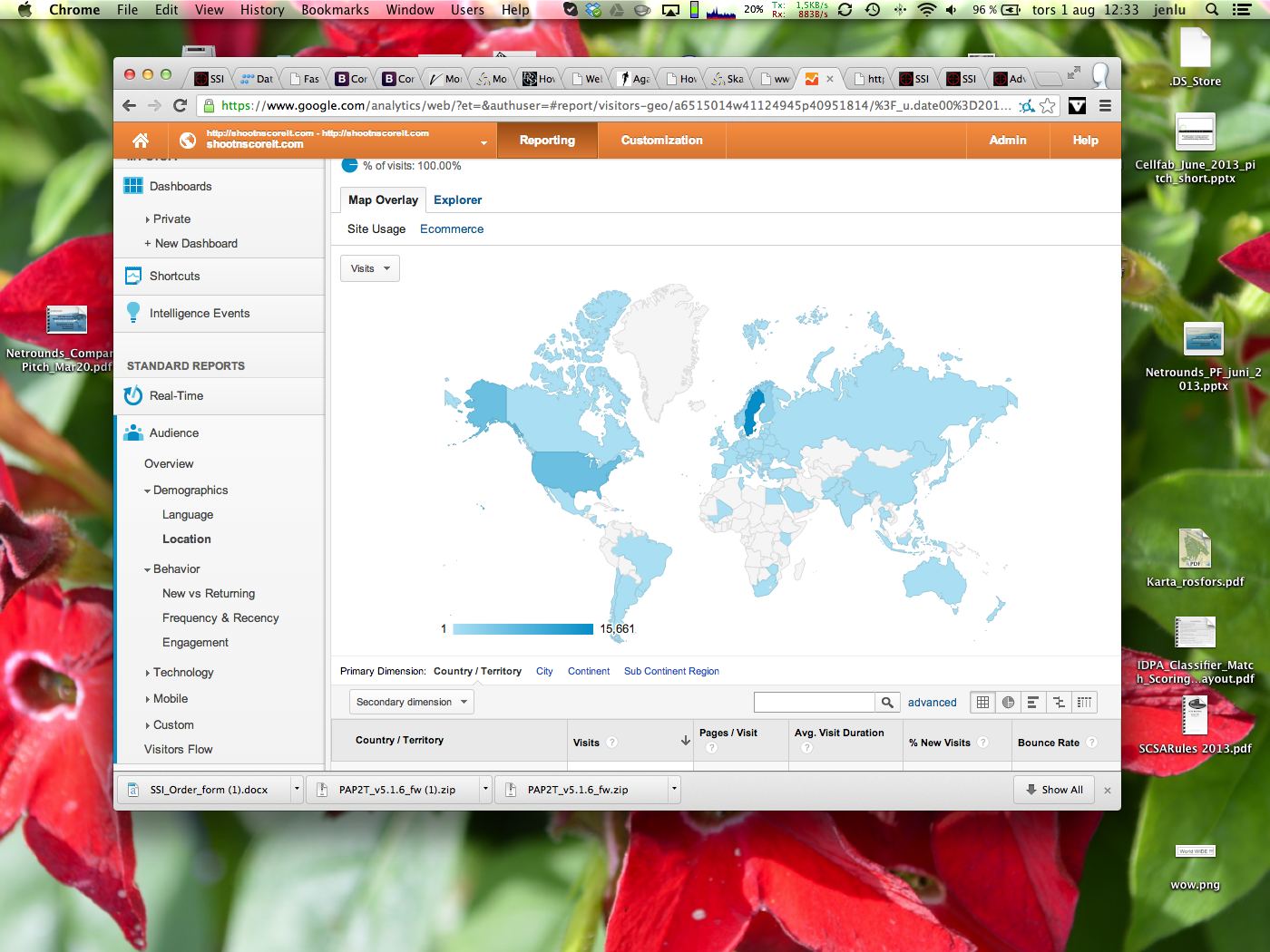
During Jan – Aug 2013 SSI have hosted > 500 IPSC and USPSA matches with around 10 000 competitors, for IDPA there have been >150 matches and > 1000 competitors. This has been a growth with >80% from 2012 and we predict that this will continue during rest of 2013 and 2014.

SSI attracts both existing users and friends-and-family that can view results and scores online and with extensive integration with Facebook and Twitter from matches.

So your ads will be shown both to registered users and those just visiting the match and result pages.

Out of these visitors +55% was referrals (e.g. from club web-pages referencing matches – so they went directly to a match page), +30% went directly to a page and <15% came from search engines.

The top-15 location from visitors where; Sweden, United States, Finland, Norway, Denmark, Germany, Panama, Spain, France, Estonia, South Africa, United Kingdom, Greece, Switzerland and Poland (see map below).



SSI is approved by several IPSC Regions world wide, approved by USPSA for official usage and also by IDPA.

SSI has a very strong user base in Nordic region but lately United States has grown rapidly as several existing legacy scoring systems based on Windows have stopped their development. We are partnering with relevant organizations to support their transition to SSI as a web based alternative.Advertisement Order Form

By entering the details in this form and sending it to Two Story Software ([sales@shootnscoreit.com](mailto:sales@shootnscoreit.com)) you have agreed to advertise at Shoot’n Score It as stated below;

# Customer Contact Information

|  |  |
| --- | --- |
| Name |  |
| VAT number |  |
| Adress 1 |  |
| Adress 2 |  |
| ZIP |  |
| Country |  |
| Email |  |
| Telephone |  |
| Other |  |

Value Added Tax (VAT) of +25% will be added to all prices unless you are; (i) company, organization or person outside European Union, (ii) company within European Union but with a valid VAT number (Swedish companies excluded, VAT added).

# Ad details

|  |  |
| --- | --- |
| Link | -- enter http://… link to your page -- |
| Default text | *-- enter default text for image --* |
| Image | *-- SEND US IMAGE SEPARATELY, max size 300x300 px and png or jpg format (if different scale – we will adjust it and check it with you) --* |

# Geographical reach for your advertisement

Select the applicable continents, countries and/or US state below by marking with ‘X’. The current number of advertisers in each geographical segment is listed in parenthesis after each and the limit is also stated for each.

Prices are listed for each so you can summarize at last section. All prices are excluding value added tax.

See separate info if you will be charged additional VAT or not by TSSW.

## World wide

The annual fee for worldwide reach (all regions, countries and states) is 3.650 USD or 2.750 EUR. Limit on advertisers is 5 for worldwide reach.

|  |  |  |
| --- | --- | --- |
| **World-wide (0)** | All continents and countries |  |

## Continents

The annual fee per continent (see countries include) is 2.290 USD or 1.580 EUR. Limit on advertisers per continent is 5.

|  |  |  |
| --- | --- | --- |
| North America (0) | United States, Bermuda, Canada, Guadeloupe, Mexico |  |
| Europe (0) | Albania, Åland, Andorra, Austria, Belgium, Bosnia Herzegovina, Bulgaria, Croatia, Cyprus, Czech Rep., Denmark, Estonia, Finland, France, Georgia, Germany, Gibraltar, Greece, Greenland, Guernsey, Vatican state, Hungary, Iceland, Ireland, Isle of Man, Italy, Jersey, Lichtenstein, Lithuania, Luxemburg, Macedonia, Malta, Monaco, Monte negro, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Svalbard, Sweden, Switzerland, Turkey, United Kingdom, |  |
| Middle East (0) | Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen |  |
| Africa (0) | Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Congo, Djibouti, Guinea, New Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea Bissau, Kenya, Lesotho, Liberia, Libyan, Madagascar, Malawi, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, South Africa, Sri Lanka, Sudan, Swaziland, Tanzania, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe, |  |
| Australia  and Asia (0) | Afghanistan, Australia, Bangladesh, Cambodia, Fiji, Guam, Hong Kong, India, Indonesia, Japan, Korea, Laos, Macao, Malaysia, Maldives, Micronesia, Mongolia, Nepal, New Zeeland, Niue, Pakistan, Philippines, Singapore, Taiwan, Thailand, Tonga, Vanuatu, Vietnam, |  |
| Central America (0) | Antigua & Barbuda, Costa Rica, Cuba, El Salvador, Grenada, Guatemala, Haiti, Jamaica, Nicaragua, Panama, Puerto Rico, Saint Vincent, |  |
| South America (0) | Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Suriname, Trinidad, Tobago, Uruguay, Venezuela, |  |

## Countries

For any country the annual fee is 510 USD or 385 EUR. The United States is a special case as this can be targeted as the North American continent **or** as a country. If United States is selected as a country the annual fee is 2.190 USD or 1.550 EUR. Limit on advertisers for each country is 7.

Please just fill in the country names in fields below.

|  |  |  |  |
| --- | --- | --- | --- |
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## US States

For each US state the annual fee is 510 USD or 385 EUR. Limit on advertisers for each state is 7.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Alabama (0) |  | Hawaii (0) |  | Michigan (0) |  | North Carolina (0) |  | Texas (0) | |  |
| Alaska (0) |  | Idaho (0) |  | Minnesota (0) |  | North Dakota (0) |  | Utah (0) | |  |
| Arizona (0) |  | Illinois (0) |  | Mississippi (0) |  | Ohio (0) |  | Vermont (0) | |  |
| Arkansas (0) |  | Indiana (0) |  | Missouri (0) |  | Oklahoma (0) |  | Virginia (0) | |  |
| California (0) |  | Iowa (0) |  | Montana (0) |  | Oregon (0) |  | Washington (0) | |  |
| Colorado (0) |  | Kansas (0) |  | Nebraska (0) |  | Pennsylvania (0) |  | West Virginia (0) | |  |
| Connecticut (0) |  | Kentucky (0) |  | Nevada (0) |  | Rhode  Island (0) |  | Wisconsin (0) | |  |
| Delaware (0) |  | Louisiana (0) |  | New Hampshire (0) |  | South Carolina (0) |  | Wyoming (0) | |  |
| District of Columbia (0) |  | Maine (0) |  | New Jersey |  | South Dakota (0) |  |  | |  |
| Florida (0) |  | Maryland (0) |  | New Mexico (0) |  | Tennessee (0) |  |  | |  |
| Georgia (0) |  | Massachusetts (0) |  | New York (0) |  | Total states # | | |  | |

# Order Summary

Fill in the total fees as applicable below.

|  |  |
| --- | --- |
| Worldwide | NN USD/EUR |
| Continents | NN USD/EUR |
| Countries | NN USD/EUR |
| US States | NN USD/EUR |
| Total ex. VAT | NN USD/EUR |
| VAT of 25% | NN USD/EUR |
| Total incl VAT | NN USD/EUR |

Mark preferred payment method with ‘X’ below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Bank account |  | PayPal |  | Bankgiro |  |

All prices are in EUR or USD. For prices in another currency please indicate desired currency to us and we will make as quote to you for this.

## Payment terms

The total fee including VAT if applicable shall be paid to TSSW bank account, Bankgiro or PayPal account and customer shall carry all transaction fees. TSSW will issue separate invoice for this. For PayPal we will issue a payment request to you with an additional +5% added to the fee. Two Story Software AB has Bankgiro 260-4197. For international payments, the following are the details or Two Story Software bank account:

IBAN: SE9150000000052151008789

BIC or SWIFT: ESSESESS

|  |  |  |
| --- | --- | --- |
| 2013-MM-DD |  | |
|  | Printed name & title: |  |

Terms and conditions

Shoot’n Score It is owned, developed and operated by Two Story Software AB, a Swedish joint stock corporation. Your agreement for advertising with SSI will be towards Two Story Software AB (TSSW).

Each advertisement consists of an image, an url/link and a default text. The link will be opened in separate web browser window when image is clicked on. The default text will be used as text for web links. It is recommended that you create a special landing page where you redirect your traffic from SSI.

Each advertisement is associated with one or more continents, countries and/or US states.

The advertisement will be shown randomly within all non-premium events hosted by SSI (match page, stage pages, pdf reports etc) and that matches the selected regions for your advertisement. To ensure your ad is shown prominently there is a limit on available ads that can be active, for limits on this and the current active number of ads see the latest version of this document and the ordering section.

All payments shall be made up-front and are non-refundable. If you wish to change link or image for advertisement during period you can do this freely twice during the period, if more there will be an admin fee of 50 EUR / 65 USD each time.

With regards to the content/image you give us and link to you represent and warrant that you have all the rights, power, and authority necessary to use and show this and that you are of legal age to form a binding contract and are not a person barred from receiving services under the laws of applicable jurisdiction. TSSW retains all rights to at any time deny or remove any content that is in violation of our Usage and Privacy Policy.