

InBusinessLinks Network™

Mission

Mission Statement – Vision/Philosophy – Community Service – Advertising Notes – Terms of Transaction

InBusinessLinks Network™ (IBLN or !BLN) Mission: To provide our business members with an excellent virtual medium resource, to display their business card or additional graphics online, and to engage the word-of-mouth opportunity for results. Although, increased business-to-business exposure can be the catalyst in acquiring new clients through effective networking- no guarantees are implied. No other commitments are expected, with the exception of the following (list is subject to change):

1. Annual renewal of purchased advertising (see notes). Cancellation can be done at any time.
2. Timely, paid-in-full transactions (refer to terms). No refunds.
3. Attending one planned luncheon (or meeting) within the same calendar year. This can be an optional requirement with prior approval or for non-local businesses.
4. All advertising offers must be supported by the business owner, deemed legal, and in good faith.
5. Any advertising deemed as 'questionable advertising' will immediately be taken off the internet, and simultaneously cancel the business' membership without refund or discussion.
6. Copyrighted images, to display, must have the consent of the business owner. All rights reserved.
7. Images of photographic likeness should have 'photo release' at business owner 's location – the person's image shown must be over the age of eighteen. No nude, racial, politically incorrect, or distasteful images will be published. Discretion is not democratic. No removal notice given. Other restrictions apply.

IBLN Members Vision: We are dedicated to aiding in the success of each other's business goals through effective networking, and initial advertising.

IBLN Leverage Philosophy: Effective networkers promote each other's business. A business owner's time and sales team are expanded by the number of our members. In effect, the member represents all of the businesses in the network, not just their own. If one business needs customers, then the probability is that the business member's need customers, too. IBLN is a leads based system. Leads for other members are appreciated, and to paraphrase an old phrase "Our rolodex is your rolodex". Please support our members, purchasing their products and services will be appreciated and can be rewarding. Special discounts or other incentives are encouraged among IBLN members.

Community Service: InBusinessLinks Network, a group of small, regional, and national businesses has a focus of entrepreneurship and enterprise resources. Members are mostly business owners. As business owners, administration, product managers, marketing staff, and sales representatives there comes a time to give back. The following is what is recommended.

1. At this time, InBusinessLinks Network is a Business-To-Business business.
2. Paid in full advertising members can, and are encouraged to, introduce their community efforts or promote a civic function.
3. Community web page. Members, including non-members with approval, can post and promote local events or fundraisers.
4. A line listing of a civic event will be posted at no charge- on the IBLN website or by social media comment. Content needs to be provided and timely.
5. Community event's display ads are welcome, and are provided at a reduced rate.
6. Ads can be ordered by the member's affiliation or directly by an organization's representative.
7. IBLN luncheons, or other planned events, are conducted for members and their guest. A community service representative, from a non-profit organization, can be an invited guest.

Notes: All advertising valid for one calendar year. Renew by December (of same year) for advertising to continue the next year. Directory listing (with/without links) is included with business card ad. Other benefits may include (without guarantee), and not limited to:

1. At least one month within the home page (at publisher discretion), or with purchase of other advertising opportunities. Also provided are links out.
2. At least one week displayed within 'New' web page. Includes link to website, email, document, or none.
3. Graphic Ad placement within the 'Premium Banner', near top center of home page.
4. Placed in 'Categories' with searchable text description of products or services.
5. 'Directory' web page listing includes detailed contact information (please indicate what NOT to include).
6. Limited search engine optimization, tags, and listings.
7. All advertising valid for one calendar year.
8. Renew by December (of same year) for advertising to continue the next year.

Terms: "Total Due" in 10 days of invoice date. Unless otherwise specified 2% per month will be added to past due accounts. After 90 days cost of collection, including legal expenses will be added to balance. There will be a \$35.00 charge for all returned checks. Please issue check payable to: Design For Communication and the attention of Gary Fustino. Mail payment to: Design For Communication, 27 Lou Ann Terrace, Meriden, CT 06450-7256. Your prompt payment is appreciated. Thank you for becoming a member of InBusinessLinks Network!

InBusinessLinks Network™

www.InBusinessLinks.net

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'NetWORKing with a Virtual Place to Advertise YOUR Business'

InBusinessLinks Network is a service of Design For Communication.

Design For Communication

www.DesignForCommunication.net

inbusiness@designforcommunication.net

Website Design & Social Media, Multimedia, Presentations, Graphic Design and Creative Services