

Work Order

Statement of work (SOW)

This STATEMENT OF WORK ("SOW") dated on [REDACTED] day of [REDACTED], 2016 by and between Blue Mail Media Inc., located at 300 E Royal Ln #127, Irving, Texas 75039 (hereinafter referred as 'Blue Mail Media') and [REDACTED], located [REDACTED] at (herein after called Client).

Solution provided by Blue Mail Media

Custom list building solution:

Providing a custom list or customer profiling service as per the client's target criteria. The custom list will have company name, contact name, phone number, address, Industry/SIC code, NAICS code, title, revenue/employee size, email address, Linked-In profile (optional). The list will be delivered in excel or access as per Client's convenience.

Email campaign: Deploying the email campaign for the client's target audience

- ✓ Email transmission fee, which includes proof-reading, personalization, hosting images, running a suppression file, the broadcast, all reports and tracking, etc.
- ✓ All the leads, opens, click-throughs will be provided to the client
- ✓ Template will be designed according to client's requirement. Only after the final approval of the template, date and time, will the campaign commence

Target criteria:

Titles	Marketing management key decision makers; Senior Marketing executives/managers, CMOs, Directors (Marketing)
Region	U.S.A., UAE, India, South East Asia , South Africa
Requirement	Requirement is for an email campaign. Email validation required prior to list delivery
Data Fields included	Executive name, Title, Email address, Company name, Company address, Company phone, SIC code, Company revenue/number of employees
Counts Available	80,000 records

Counts	CPM (Cost per Mill)	Price for acquisition	Email Campaign Price	Package Price (Acquisition + Email campaign)
25,000	\$245	\$ 6,125.00	\$2,995	\$8,199
45,000	\$230	\$ 10,349.00	\$5,195	\$15,399
65,000	\$215	\$ 13,975.00	\$6,995	\$20,799
80,000	\$200	\$ 16,000.00	\$8,995	\$24,749

Choose your Package:

- ☐ 1. Database Acquisition for [REDACTED] records.
- ☐ 2. Database Acquisition and Email Campaign Package for [REDACTED] records.

Service Agreement

This agreement dated on [REDACTED] day of [REDACTED], 2016, by and between [REDACTED] located at [REDACTED] herein represented by its authorized representative Mr./Ms. [REDACTED] hereinafter referred to as the “**Client**” which expression shall unless repugnant to the context or meaning thereof shall include its affiliates, representatives, successors and permitted assigns) of the **ONE PART**

And

Blue Mail media Inc, located at 300, E Royal Ln #127, Irving, TX, 75039 herein represented by its authorized representative and Accounts Manager, Lance Rogers (hereinafter referred as “**Blue Mail Media**” which expression shall unless repugnant to the context or meaning thereof shall include its affiliates, representatives, successors and permitted assigns) of the **OTHER PART**.

The Client and Blue Mail media shall jointly be referred as “**Parties**” and individually as “**Party**”, as the context may require.

WHEREAS, the Client is in the business of industrial tools and equipment distribution.

WHEREAS, Blue Mail Media is a full service Digital Marketing firm offering Marketing database and data enhancement services for clients globally.

WHEREAS, the Client approached Blue Mail Media for the purpose engaging the latter to provide to the Client the services offered by Blue Mail Media and Blue Mail Media has agreed to provide such services to the Client;

AND WHEREAS, the parties are now entering into this Agreement to record the Terms and Conditions of their understanding.

1. FEES: Client will make upfront payment to Blue Mail Media based on the option selected by client on the work order. The remaining balance if any is payable to Client prior to completion. At any time during this service, Client can pay the remaining balance if any and take the delivery of the remaining marketing database.

2. Record accuracy: Given the nature of industry even a perfect verified marketing data could have 20% inaccurate data. However, Blue Mail Media gives 80% accuracy guarantee and 80% Delivery guarantee on emails. Blue Mail Media guarantees a replacement for any inaccurate data and undeliverable (only hard bounce) emails beyond this limit if returned within 30 days from the date of delivery of the marketing data file. In case Blue Mail Media doesn't have records to replace, Client can expand the criteria and get the replacements.

3. Deployment of campaign: Blue Mail Media needs an approval to run the campaign from Client 5 days in advance

4. Delivery of file/service: Delivery of the file/service within 6-8 business days from the receipt of the payment. Client can choose the file format (Ex: excel, access etc)

5. Indemnity: Either party here by agrees to indemnify, defend and hold harmless the other, it's agents, trustees and employees from any and all liability, loss, damage and expenses (Including, but not limited to attorney fees) that either party may suffer as a result of claims, demands, costs or judgments which may be made or instituted against the other or its agents, trustees and employees as a result of other party's negligence, action, failure to act that might give rise to such liabilities.

Business Communication coordination: All communications between the parties will be carried out through the following designated coordinators:

Business Coordination			
For Blue Mail Media		For Client	
Name	Lance Rogers	Name	
Title	Accounts Manager	Title	
Address	300, E Royal Ln #127, Irving, TX - 75039	Address	
Phone	775-253-6407	Phone	
Fax	-	Fax	
Email	lance.rogers@bluemailmedia.com	Email	

Accepted By:

<p>.....</p> <p>Signature Date</p>		<p>.....</p> <p>Signature Date</p>	
<p>Name: Lance Rogers Title: Accounts Manager Blue Mail media Inc.</p>		<p>Name: Title: Company Name</p>	