August 1, 2011

Campaign Start Date: [Campiagn Start Date]

[Title]

[First Name] [MI]. [Last Name], [Suffix], [Company Name]

[Address1], [Address2]

[City], [State] [Zip Code]

[Paragraph1]

[Paragraph2]

|  |
| --- |
| **[Signature]** |

[Month] Statement | [Period Start] • [Period End] • [Time Zone] • AD TYPE: [Month]

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | |
| **[Month]** | **[Impressions]** | **[Clicks]** | **[Invalid Clicks]** | **[Invalid Clicks Rate]** | **[CTR]** | **[AVG CPC]** | **[Cost]** | **[AVG Position]** |
| [Data Loop][Month Data] | [Impressions Data] | [Clicks Data] | [IC Data] | [ICR Data] | [CTR Data] | [CPC Data] | [Cost Data] | [Position Data] |
| [End Data Loop]Totals &  Overall Averages | **[Impressions Total]** | **[Clicks Total]** | **[IC Total]** | **[ICR Total]** | **[CTR Total]** | **[CPC Total]** | **[Cost Total]** | **[Position Total]** |

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| [Disclaimer] |

|  |  |  |
| --- | --- | --- |
| **Excellent**: [Percent Excellent 1] and [Percent Excellent2] | **Good**: [Percent Good1] - [Percent Good2] | **Average: [Percent Average1]** -[Percent Average2] |
| **Poor:** [Percent Poor1] - [Percent Poor2] **Failing:** < [Percent Failing] | | |
| Industry Average CTR Percentage is [Percent AVG1] - [Percent AVG2] | | |