

**INSERTION ORDER**

# Redacted by HELP Committee

<b>ACCOUNT EXECUTIVE</b>				Redacted by HELP Committee			
Date	03/16/09	Order Number					
School Name	Rasmussen College	Contact Name	Redacted by HELP Committee				
Agency	Rasmussen College Inc.	Phone	Redacted by HELP Committee				
Address	745 McClintock DR., Suite 105	Fax	Redacted by HELP Committee				
City/State/Zip	Burr Ridge, IL 60527	Email	Redacted by HELP Committee				

<b>BILLING INFORMATION</b>				(invoices will be sent to the following address)			
Company Name	Rasmussen College Inc.	City/State/Zip	Redacted by HELP Committee				
Attention	Redacted by HELP Committee	Phone/Fax	Redacted by HELP Committee				
Address		Email	Redacted by HELP Committee				

CAMPAIGN DETAILS	Description	Notes
Campaign Number	4	- 3.5% adjustment per invoice for leads delivered by All Star - Price remains fixed until 3/31/10, unless price adjustment mutually agreed upon by Agency and All Star
Campaign Name	Rasmussen College	Fargo and Bismarck campuses
Term	April – December 2009	Either party may terminate this IO with 30 days written notice
Price/Billable Lead	\$37	Leads will be filtered by mutually agreed upon zip code ranges provided by school.
Budget	50 leads	50 leads
Program(s) of Interest		
All Star Sites & Traffic Sources	AllAlliedHealthSchools.com, AllBusinessSchools.com and AllCriminalJusticeSchools.com	

Fields & Filtering	Required	Optional	Filtering	Notes
First Name	X		N/A	
Last Name	X		N/A	
Address 1	X		N/A	
Address 2		X	N/A	
City	X		N/A	
State	X			
Postal Code	X			
Country	X			
Phone 1	X		N/A	
Phone 2		X	N/A	
Email	X		N/A	
Best Time to Contact		X	N/A	
Age or Birthday		X		
High School Graduation Date	X			
Education Level		X		
Expected Start Date		X		
Other Custom Fields		X		

**DELIVERY REQUIREMENTS**  
**NOTES/OTHER TERMS**

**ADVERTISING SERVICES AGREEMENT**

This Insertion Order incorporates the Advertising Services Agreement dated December 1<sup>st</sup>, 2008 between the parties hereto.

**AGREED AND ACCEPTED**

Rasmussen College Inc.

Redacted by HELP Committee Title VP Marketing

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ACCOUNT EXECUTIVE		Redacted by HELP Committee	
Date	03/16/09	Order Number	Redacted by HELP Committee
School Name	Rasmussen College	Contact Name	Redacted by HELP Committee
Agency	Rasmussen College Inc.	Phone	Redacted by HELP Committee
Address	745 McClintock DR., Suite 105	Fax	Redacted by HELP Committee
City/State/Zip	Burr Ridge, IL 60527	Email	Redacted by HELP Committee

BILLING INFORMATION (invoices will be sent to the following address)			
Company Name	Rasmussen College Inc.	City/State/Zip	Burr Ridge, IL 60527
Attention	Redacted by HELP Committee	Phone/Fax	Redacted by HELP Committee
Address	745 McClintock DR., Suite 105	Email	Redacted by HELP Committee

CAMPAIGN DETAILS	Description	Notes
Campaign Number	5	<ul style="list-style-type: none"> <li>- 3.5% adjustment per invoice for leads delivered by All Star</li> <li>- Price remains fixed until 3/31/10, unless price adjustment mutually agreed upon by Agency and All Star</li> </ul>
Campaign Name	Rasmussen College	Aurora, Brooklyn Park, Eagan, Eden Prairie, Ft. Myers, Green Bay, Lake Elmo, Mankato, Moorhead, Rockford, St. Cloud
Term	April – December 2009	Either party may terminate this IO with 30 days written notice
Price/Billable Lead	\$39	Leads will be filtered by mutually agreed upon zip code ranges provided by school.
Budget	275 leads	275 leads
Program(s) of Interest		
All Star Sites & Traffic Sources		

Fields & Filtering	Required	Optional	Filtering	Notes
First Name	X		N/A	
Last Name	X		N/A	
Address 1	X		N/A	
Address 2		X	N/A	
City	X		N/A	
State	X			
Postal Code	X			
Country		X		
Phone 1	X		N/A	
Phone 2		X	N/A	
Email	X		N/A	
Best Time to Contact		X	N/A	
Age or Birthday		X		
High School Graduation Date	X			
Education Level		X		
Expected Start Date		X		
Other Custom Fields		X		

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ACCOUNT EXECUTIVE		Redacted by HELP Committee	
Date	03/16/09	Order Number	
School Name	Rasmussen College	Contact Name	Redacted by HELP Committee
Agency	Rasmussen College Inc.	Phone	
Address	745 McClintock DR., Suite 105	Fax	
City/State/Zip	Burr Ridge, IL 60527	Email	

BILLING INFORMATION (invoices will be sent to the following address)			
Company Name	Rasmussen College Inc.	City/State/Zip	Burr Ridge, IL 60527
Attention	Redacted by HELP Committee	Phone/Fax	Redacted by HELP Committee
Address	745 McClintock DR., Suite 105	Email	

CAMPAIGN DETAILS	Description	Notes
Campaign Number	7	<ul style="list-style-type: none"> <li>- 3.5% adjustment per invoice for leads delivered by All Star</li> <li>- Price remains fixed until 3/31/10, unless price adjustment mutually agreed upon by Agency and All Star</li> </ul>
Campaign Name	Rasmussen College	Ocala campus
Term	April – December 2009	Either party may terminate this IO with 30 days written notice
Price/Billable Lead	\$46	Leads will be filtered by mutually agreed upon zip code ranges provided by school.
Budget	50 leads	50 leads
Program(s) of interest		
All Star Sites & Traffic Sources		

Fields & Filtering	Required	Optional	Filtering	Notes
First Name	X		N/A	
Last Name	X		N/A	
Address 1	X		N/A	
Address 2		X	N/A	
City	X		N/A	
State	X			
Postal Code	X			
Country		X		
Phone 1	X		N/A	
Phone 2		X	N/A	
Email	X		N/A	
Best Time to Contact		X	N/A	
Age or Birthday		X		
High School Graduation Date	X			
Education Level		X		
Expected Start Date		X		
Other Custom Fields		X		

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ACCOUNT EXECUTIVE		Redacted by HELP Committee	
Date	03/16/09	Order Number	
School Name	Rasmussen College	Contact Name	Jill Dahler
Agency	Rasmussen College Inc.	Phone	Redacted by HELP Committee
Address	745 McClintock DR., Suite 105	Fax	
City/State/Zip	Burr Ridge, IL 60527	Email	

BILLING INFORMATION (invoices will be sent to the following address)			
Company Name	Rasmussen College Inc.	City/State/Zip	Burr Ridge, IL 60527
Attention	Redacted by HELP Committee	Phone/Fax	Redacted by HELP Committee
Address	745 McClintock DR., Suite 105	Email	

CAMPAIGN DETAILS	Description	Notes
Campaign Number	15	<ul style="list-style-type: none"> <li>- 3.5% adjustment per invoice for leads delivered by All Star</li> <li>- Price remains fixed until 3/31/10, unless price adjustment mutually agreed upon by Agency and All Star</li> </ul>
Campaign Name	Rasmussen College	Pasco Campus
Term	April – December 2009	Either party may terminate this IO with 30 days written notice
Price/Billable Lead	\$46	Leads will be filtered by mutually agreed upon zip code ranges provided by school.
Budget	25 leads	25 leads per month
Program(s) of Interest		
All Star Sites & Traffic Sources		

Fields & Filtering	Required	Optional	Filtering	Notes
First Name	X		N/A	
Last Name	X		N/A	
Address 1	X		N/A	
Address 2		X	N/A	
City	X		N/A	
State	X			
Postal Code	X			
Country		X		
Phone 1	X		N/A	
Phone 2		X	N/A	
Email	X		N/A	
Best Time to Contact		X	N/A	
Age or Birthday		X		
High School Graduation Date	X			
Education Level		X		
Expected Start Date		X		
Other Custom Fields		X		

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ACCOUNT EXECUTIVE		Redacted by HELP Committee	
Date	03/16/09	Order Number	
School Name	Rasmussen College - online	Contact Name	Redacted by HELP Committee
Agency	Rasmussen College Inc.	Phone	
Address	745 McClintock DR., Suite 105	Fax	
City/State/Zip	Burr Ridge, IL 60527	Email	

BILLING INFORMATION (Invoices will be sent to the following address)			
Company Name	Rasmussen College Inc.	City/State/Zip	Burr Ridge, IL 60527
Attention	Redacted by HELP Committee	Phone/Fax	Redacted by HELP Committee
Address	745 McClintock DR., Suite 105	Email	

CAMPAIGN DETAILS	Description	Notes
Campaign Number	8	
Campaign Name	Rasmussen College-Online	<ul style="list-style-type: none"> <li>- 3.5% adjustment per invoice for leads delivered by All Star</li> <li>- Price remains fixed until 3/31/10, unless price adjustment mutually agreed upon by Agency and All Star</li> </ul>
Term	April – December 2009	Either party may terminate this IO with 30 days written notice
Price/Billable Lead	\$46	Leads will be filtered by mutually agreed upon zip code ranges provided by school.
Budget	500 leads	500 leads
Program(s) of Interest		
All Star Sites & Traffic Sources	AllAlliedHealthSchools.com, AllComputerSchools.com, AllBusinessSchools.com and AllOnlineSchools.com	

Fields & Filtering	Required	Optional	Filtering	Notes
First Name	X		N/A	
Last Name	X		N/A	
Address 1	X		N/A	
Address 2		X	N/A	
City	X		N/A	
State	X			
Postal Code	X			
Country		X		
Phone 1	X		N/A	
Phone 2		X	N/A	
Email	X		N/A	
Best Time to Contact		X	N/A	
Age or Birthday		X		
High School Graduation Date	X			
Education Level		X		
Expected Start Date		X		
Other Custom Fields		X		

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