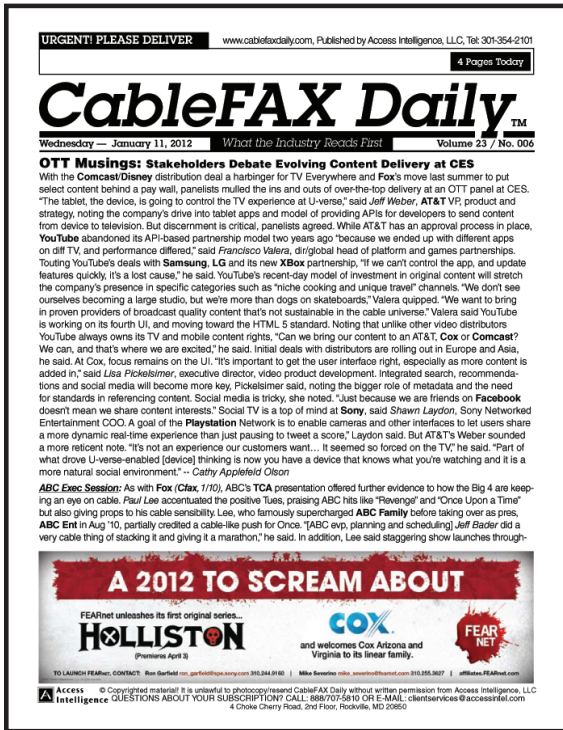


CableFAX

2012 Media Planner

www.cablefax.com

Celebrating 23 years of CableFAX Daily



CableFAX Daily is an essential business tool, reaching more than 16,500 MSOs, independent operators, programming executives, telcos and satellite distributors, technology partners and observers who rely on CableFAX Daily each morning for the latest industry news. Every issue is packed full of original content, scoops and commentary, providing cable executives with the most comprehensive and insightful overview of the latest industry news and strategic initiatives. Deliver your message with impact and “own the page” in a way that will influence the industry’s elite. Advertising in CableFAX Daily is the perfect cornerstone for your marketing campaign! It’s not only an effective delivery medium, but offers numerous added benefits that no other publication can provide.

Our Subscriber Renewal Rate is 90%!

■ LOYAL & ENGAGED SUBSCRIBERS

Even the busiest executives read CableFAX Daily’s brief, to-the-point articles...and your ads. We reach over 16,500 MSOs, independent operators, and programming executives every day.

■ SITE LICENSE DISTRIBUTION

Unique insider distribution to multiplatform partners.

■ PAGE EXCLUSIVITY

With only one ad per page, CableFAX Daily ads won’t be lost, hidden or overlooked, creating high ad visibility and message retention.

■ UNIQUE FULL PAGE/FALSE COVER EXPOSURE

Be the first page the reader sees and expand your reach and exposure with a false cover or full page ad.

■ FREQUENCY

Reinforce your message every week by “owning” a weekly or monthly position on your prospects’ favorite page.

■ SPECIAL/SHOW ISSUES

Each cable industry show issue is circulated for maximum exposure: hotel room drops, publication bins, and special events and national distribution by PDF.

2012 Event Distribution:

January:	NATPE, CES
February:	ANA, NCTC Winter Conference
March:	Satellite 2012, ACA Washington Summit
May:	The Cable Show, CableFAX Awards
July:	Independent Show
September:	Diversity Week (WICT, NAMIC, Kaitz), ACC, CableFAX Events
October:	CTAM & SCTE
November:	CableFAX Events
December:	CableFAX Events

Advertising Contacts

Debbie Vodenos, Publisher
301-354-1695
dvodenos@accessintel.com

Amy Abbey, Associate Publisher
301-354-1629
aabbey@accessintel.com

Paid Premium Content

Our subscriber renewal rate is 90%, proving CableFAX Daily readers are a loyal and engaged audience.

CableFAX Daily reaches 16,500 industry executives through single, group and corporate-wide subscriptions. Subscribers include MSO's, independent operators, telcos & satellite, mobile, programming executives, and technology partners who rely on CableFAX Daily each morning for the latest industry news and strategic insights. Besides its electronic distribution, CableFAX Daily is distributed in print and electronic format at all major cable industry events including conferences and events hosted by NCTA, CTAM, ACA, WICT, NAMIC, and our own CableFAX events (see list of events at www.cablefax.com/cfp/events).

CableFAX Daily is read by 100% of the top 20 Multichannel Video Program Distributors, many of whom are corporate-wide subscribers. Our subscriber base includes the C-Suite Executives, Presidents, Senior VPs, VPs, General Managers of Top Distributors below, plus others not listed. Reach includes top titles in corporate management, program management and engineering management, content acquisition, as well as top sales and marketing titles.

Top Operators and Multi-Platform Distributors Who Read CableFAX Daily

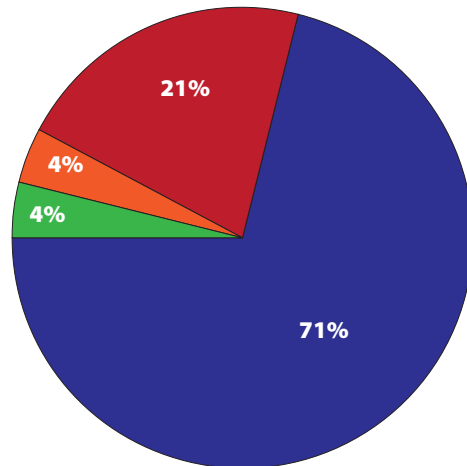
(sample listing)

Armstrong	Insight
Atlantic Broadband	Knology
AT&T	MediaCom
Bresnan Communications	Midcontinent
Bright House Networks	New Wave
Cable One	RCN
Cablevision	Rogers Cable
Charter	Sprint
Comcast	Suddenlink
Cox	Time Warner Cable
Direct TV	Verizon
Dish	WideOpenWest Networks

Sample of Readers Responsible for Programming and VP Content Acquisition Include:

AT&T - Dan York · Cable One - Tom Might · Cablevision - Mac Budill · Comcast- Matt Bond · Cox - Bob Wilson · Insight - Melani Griffin · MediaCom - Italia Commisso Weinand · Suddenlink - Patty McCaskill · Time Warner Cable - Melinda Witmer · WOW! - Peter Smith · Verizon - Terry Denson · DirectTV - Derek Chang

CableFAX Daily Readership by Industry



- Cable Operators, MSO's, Independents, Telcos/Satellite, Broadband, Mobile
- Networks
- Partners to the Industry (Legal, Technology, Finance, Trade Associations)
- Brand Marketers/National Advertisers and Agencies

Special Issues & Mid-Day Reports

CableFAX Mid-Day Report: The FAXIES, Sales Executive of the Year, and The Sweet 16

Specially timed for release during upfront period, this CableFAX Mid-Day informs the marketplace whose leading cable in marketing, sales and advertising. The issue features profiles of winners and honorees representing the brightest minds in marketing, PR and sales across the cable industry as well as profiles of the most influential ad executives that place their media spend with cable.

PUBLICATION DATE: MAY 1
AD CLOSE: APRIL 15 · ARTWORK: APRIL 20

CableFAX Mid-Day Report: The Digital Hot List

The Digital Hot List highlights the top execs from the world of cable, online video and technology who are working to bring customers the latest and greatest digital products and services. From distributors, programmers and vendors, these innovators tackle hot topics including Authentication, TV Everywhere, Social Media and more. This issue includes the Best of Webs Special Section.

PUBLICATION DATE: MAY 21
AD CLOSE: MAY 8 · ARTWORK: MAY 10

Pre-NCTA and NCTA Issues of the CableFAX Daily

CableFAX's Pre-Show issue prepares readers for the much anticipated annual Cable Show with an overview of the hottest issues, panels, speakers, and parties that will dominate discussion when the industry gathers in Boston. During the show, CableFAX's three Daily issues will capture the full essence of the show from the general sessions to breaking news and announcements.

CABLEFAX DAILY: PRE-NCTA, INNOVATION ISSUE MID-DAY
PUBLICATION DATE: MAY 15
AD CLOSE: MAY 8 · ARTWORK: MAY 10

CABLEFAX DAILY: 3 SPECIAL NCTA ISSUES
PUBLICATION DATE: MAY 21, 22, 23
AD CLOSE: MAY 11 · ARTWORK: MAY 15

CableFAX Mid-Day Report: The Program Awards Issue

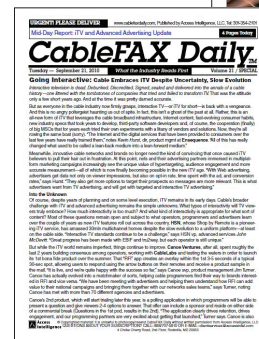
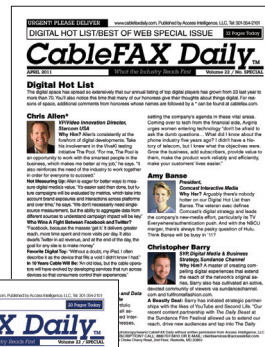
CableFAX honors the best of cable, in various categories from Best Actor in Cable to Best New Cable Show, with the Program Awards Issue. Profiles of winners and honorable mentions showcase those who went above and beyond.

PUBLICATION DATE: SEPTEMBER 2012
AD CLOSE: TBA · ARTWORK: TBA

Single Sponsor CableFAX Mid-Day Report

This exclusive, single sponsor Mid-Day Report features a single, timely topic of your choice written by our CableFAX editors.

PUBLICATION DATE: TBD



The Magazine

CableFAX: The Magazine is published four times a year, written with the same zest readers have come to expect from *CableFAX Daily*. All issues are true coffee-table publications that are received with great anticipation, generating much industry buzz. You never know who or what is going to make the cut! (And remember – those who do will show the magazine – and your ad – to everyone they know!)

Each issue of *CableFAX: The Magazine* has a total of 8,500 copies in print and 16,500+ in e-media efforts which include *CableFAX Daily* subscribers and The Skinny audience. *CableFAX: The Magazine* is distributed at the following industry events throughout the year:

Top Ops

July 2012
 Bonus: The Independent Show
 Publication Date: July 22
 Ad Close: June 11
 Artwork Due: June 19

Most Influential Minorities in Cable/ Top 10 Places to Work

September 2012
 Bonus: Diversity Week (WICT, NAMIC, Kaitz), ACC, CableFAX Events
 Publication Date: September
 Ad Close: August 15
 Artwork Due: August 23

Most Powerful Women in Cable

November 2012
 Bonus: CTAM & SCTE
 Publication Date: October
 Ad Close: September 12
 Artwork Due: September 20

CableFAX 100

November 2012
 Bonus: NATPE 2013; CES 2013
 Publication Date: November
 Ad Close: October 15
 Artwork Due: October 23



Rates

Half Page	\$ 8,825
Full Page	\$ 12,800
Cover 2 or Back Cover	\$ 15,595
False Cover	\$ 20,575
Spread	\$ 17,460
Belly Band, Magazine	\$ 14,120

CableFAX “is truly one of the best organizations and the best magazines for our industry and we are so lucky to have them.”

– Liz Claman during her *CableFAX Most Powerful Women in Cable* Keynote Address

The SKINNY from CableFAX

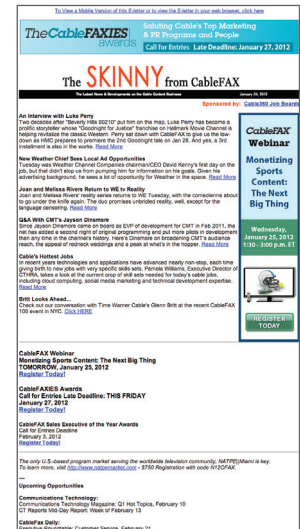
The Skinny from CableFAX delivers the weekly cable news and events in the industry, along with award and webinar notification—simple and quick information for the busy cable executive. Delivered every Tuesday.

CableFAX Skinny

Frequency: Weekly, Tuesday
 Average delivered: 20,000
 Demographics: Presidents, General Managers, Directors, Corporate & Senior Operations Managers, Senior Division Engineers

Skinny:

Ad Rates
 Size Weekly
 728 X 90* \$2,995
 160 X 600 \$1,995
 *Includes sponsorship recognition with URL link



CableJobs

The Trusted Talent Resource
 from the publishers of CableFAX and Communications Technology

Cable360 Jobs e-Newsletter

Cable 360 Job e-letter connect talented cable executives and companies with new employment opportunities in the cable industry. Employers and Recruiters: You now have access to our specialized cable industry niche.

Frequency: Weekly
 Average delivered: 70,000

Ad Rates
 Size: Weekly:
 728 x 90 \$3,995
 160 x 600 \$2,995



CableJobs

The Trusted Source
 From CableFAX and Communications Technology

Talent

Cable360 Resume e-Newsletter

Cable360 Resumes e-letter connects employers with talented cable executives looking for their next opportunity. You have access to the latest resumes hitting the marketplace throughout the cable industry.

Frequency: Bi-Weekly
 Average delivered: 70,000

Ad Rates
 Size: Weekly:
 728 x 90 \$3,995
 160 x 600 \$2,995



Online Opportunities

CableFAX'S Web sites – www.CableFAX.com and www.Cable360.net – attract more than 45,000 unique visitors per month. The Cable360.net network offers cable professionals the big picture on their business from beltway politics to programming to the deployment of advanced services.

We have the industry's most unique and targeted online marketing alternatives on CableFAX.com, and Cable360.net. We offer numerous opportunities beyond a banner ad - home page takeover, roadblocks, rich media ads, webinars, podcasts, streaming video, contests, sponsored surveys, co-branded editorial surveys and more.

Size	Monthly	Weekly
PopUp (640 x 480)	—	\$10,500
PopUp (300 x 250)	—	\$5,000
Leaderboard (728 x 90)	\$6,118	\$3,058
Larger Skyscraper (160 x 600)	\$5,647	\$2,824
Box (180 x 150) CableFAX.com	\$2,348	\$1,170

*All rates are gross



Webinar Sponsorships

CableFAX's "professional development" Webinars attract attendees who invest over \$300 per site to attend the 90-minute virtual workshops, with average attendance of 50 sites. One sponsorship per webinar, and benefits include exposure on marketing to 55,000+ cable professionals, online promotions, provision of attendee list, and a moderating role if desired.

www.CableFAX.com/webinars

Benefits

- Pre-event email campaigns to targeted audience with logo
- Banner advertisements on CableFAX.com & Cable360.net
- Promotion of webinar—Skinny e-letter
- Attendee List
- Sponsor thank you during the webinar
- Calendar Listing

ADDED BONUS!

We promote and encourage companies to set up a computer in their conference room and invite their entire team to attend. Sponsoring companies receive contact information for attendees of their webcast—perfect for following up and closing the sale!

Rates (net) Single Sponsor
 Cost Per Webcast \$7,500, paid attendees / \$15,000 sponsor, guest attend VIP



Event Sponsorships

You are invited to partner with CableFAX in 2012 on many of the high-caliber programs that serve the cable community. CableFAX is the most trusted brand in the industry, offering a wide range of resources for executives in the cable industry, from publications to award programs to networking events to online community opportunities. CableFAX offers high-impact branding and business building opportunities online, in print and in-person.

CableFAX Best of Web and Digital Hot List Breakfast

Boston · May 21, 2012

Join CableFAX for the Best of Web and Digital Hot List Breakfast to kick off the Cable Show in Boston. We will salute the hottest apps, social media and digital marketing campaigns, bloggers, websites, TV Everywhere applications, and more along with the executives and teams leading these initiatives.

CableFAXIES, Sales Executive of the Year & Sweet 16 Breakfast

Grand Hyatt Hotel, NYC · May 1, 2012

Join CableFAX for the FAXIES, Sales Executive of the Year & Sweet 16 Awards Breakfast. CableFAX will salute those sales & marketing leaders across cable who work tirelessly behind the scenes to market, promote, build distribution and ad sales, making cable #1 in the marketplace.

CableFAX Program & Top Ops Awards Luncheon

Grand Hyatt Hotel, NYC · September 2012

Join us as we celebrate the annual CableFAX Program Awards and honor the Top Operators of the Year. Bringing together those who create amazing content and those who excel in bringing it to the viewers.

CableFAX Most Powerful Women Breakfast

Grand Hyatt Hotel, NYC · November 2012

Honoring the women who have made their mark on the cable industry with leadership, innovation and community. Also celebrating top women in cable technology.

The CableFAX 100 Reception

New York City · Date TBD

Join CableFAX for the 100 Reception as we salute cable leaders, pioneers, influencers, out-of-the-box thinkers and rainmakers.



The number of sponsorships per awards program/event is limited. Each sponsor receives a tailored package that can include category specific sponsorship, cover position in special issue, podium exposure, unique distribution opportunities and more.

CableFAX 2012 Calendar

JANUARY:

CableFAX Daily Special Coverage: CES/ TCA / NATPE / Golden Globes

Webinar: New Revenue Trends in Sports 2012- January 25
CableFAX Daily MidDay Report Outlook 2012 - January 25

Awards / Honors — CableFAXIES Awards

Entry Deadline: January 20

Entry Late Deadline: February 3

Industry Distribution: NATPE, CES

FEBRUARY:

CableFAX Daily Special Coverage: TV Everywhere

Awards / Honors — CableFAX Sales Executive of the Year

Entry Deadline: February 3

Entry Late Deadline: February 10

Awards / Honors — CableFAX Sweet 16

Nomination Deadline: February 10

Industry Distribution: ANA.

NCTC Winter Conference

MARCH:

CableFAX Daily Special Coverage: Building International Revenue

Webinar: Transactional TV & Advanced Advertising

Webinar: Social Media

Awards / Honors — CableFAX Top Ops

Nomination Deadline: March 30

Industry Distribution: SATELLITE 2012, ACA Washington Summit

APRIL:

Webinar: TV Everywhere

MAY:

CableFAX Daily Pre-NCTA Mid-Day Issue: May 15

CableFAX Daily NCTA Special Issues: May 21, 22, 23

CableFAX Daily Awards Mid-Day: Sales Executive of the Year, Sweet 16 & FAXIES

CableFAX Daily Special Mid-Day Issue: Digital Hotlist & Best of the Web Awards, May 21

Webinar: To be announced

Awards / Honors -- CableFAX Program Awards

Entry Deadline; May 11

Late Entry Deadline: May 31

Awards / Honors — CableFAX Most Influential Minorities

Nomination Deadline: May 18

Awards / Honors — CableFAX Top Places to Work

Nomination Deadline: May 4

Industry Distribution: The Cable Show

JUNE:

Webinar: Multicultural

Awards / Honors — CableFAX Most Powerful Women in Cable

Nomination Deadline: June 15

Awards / Honors — CableFAX 100

Nomination Deadline: June 15

JULY:

CableFAX: The Magazine - Top Operators Issue

Publication Date: July 22

Ad Close: 6/11

Artwork Due: 6/19

Webinar: To be announced

Industry Distribution: Independent Show

AUGUST:

CableFAX Daily Special Coverage: TCA

Webinar: Building International Revenue

Advertising and Sponsorship Opportunities:

Debbie Vodenos, Publisher at dvodenos@accessintel.com or 301.354.1695 or
Amy Abbey, Associate Publisher at aabbey@accessintel.com or 301.354.1629

www.cablefax.com

CableFAX 2012 Calendar

SEPTEMBER:

CableFAX Daily Special Issues: WICT & Diversity Week
Week of 9/10, 9/11, 9/12
Special Mid-Day Program Awards Issue

CableFAX: The Magazine – Diversity and Best Places to Work

Publication Date: September
Ad Close: 8/15
Artwork Due: 8/23

Webinar: To be announced

Awards / Honors -- CableFAX Program & Top Ops Awards Luncheon
Program Mid-Day Report

Industry Distribution: Diversity Week (WICT, NAMIC, Kaitz)
ACC, CableFAX Events

OCTOBER:

CableFAX Daily Special Issues:
CTAM Dailies: October 14, 15, 16
SCTE Daily: October 17

Editorial: CTAM / SCTE

CableFAX: The Magazine – Most Powerful Women in Cable Issue

Publication Date: October
Ad Close: 9/12
Artwork Due: 9/20

Webinar: To be announced

Industry Distribution: CTAM & SCTE

NOVEMBER:

Webinar: To be announced

CableFAX: The Magazine – CableFAX 100 Issue

Publication Date: November
Ad Close: 10/22
Artwork Due: 10/25

Honors -- CableFAX 100 Event

Honors -- CableFAX Most Powerful Women Breakfast:

Industry Distribution: NATPE 2013; CES 2013

Awards / Honors - CableFAX Best of the Web Awards

Entry Deadline – November 9
Entry Late Deadline – November 16

DECEMBER:

Webinar: To be announced

**“Like” CableFAX on Facebook
to stay up-to-date on special
announcements and events.**



Advertising and Sponsorship Opportunities:

Debbie Vodenos, Publisher at dvodenos@accessintel.com or 301.354.1695 or
Amy Abbey, Associate Publisher at aabbey@accessintel.com or 301.354.1629

www.cablefax.com

Advertising Specifications

CableFAX Daily Specs

AD SPECS:

Strip: 7.5" wide by 2" tall
Super Strip: 7.5" x 3.33"
(available for pages 1 and 2 only)
Full Page- Bleed: 8.75" wide by 11.25" tall
Full Page- Trim: 8.5" wide by 11" tall
False Cover- 7.5" wide by 7.75" tall

FILE TYPE:

Flattened PDF or tiff file
CMYK only, no spot colors

EMAIL AD TO:

jfato@accessintel.com

PRODUCTION MANAGER:

Joann M Fato
301-354-1681

DUE DATE:

Three business days prior to run date

CableFAX: The Magazine Specs

AD SPECS:

Full Page Trim Size (non-bleed):
7 7/8" x 10 3/4"
Full Page Bleed: 8 1/8" x 11"
Full Page Live: 7 1/8" x 10"
Half Page: 7" x 4.75"
*Other specs available upon request

FILE TYPE:

PDF
CMYK only, no spot colors
266 DPI

EMAIL AD TO:

jfato@accessintel.com

PRODUCTION MANAGER:

Joann M Fato
301-354-1681

Website Specs

AD SIZE:

Pixels

FILE FORMATS:

FLASH, GIF or JPG

Please note: If a flash file is being provided, please make sure the following action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file. I will put the URL on the order. In addition please provided a backup gif/jpg file on (release) {getUrl (_level0.clickTag, "_blank");}

ANIMATION:

Yes. If the ad is animated, it should continuously loop.

FILE SIZE:

The file size must be 50K or less.

CONTACT:

David S Hurwitz
301.354.1459
dhurwitz@accessintel.com

E-Letter Specs

AD SIZE:

Pixels

ANIMATION:

No.

FILE SIZE:

The file size must be 40K or less.

CONTACT:

Lori Cipro
801.365.2316
lcipro@accessintel.com

FILE FORMATS:

GIF or JPEG

FLASH ADS:

Not accepted.

THANK YOU

CableFAX Thanks Its 2011 Advertisers and Partners:

■ Advertisers & Agencies

A&E Networks
Allscope Media
AMC Networks
Antietam Cable Television
Arris
Avail-TVN
BBC America and BBC World News
Bloomberg Television
C-SPAN
CBS Sports Network
CMT
Comcast Spotlight
Cox Communications
CTI Media
Current TV
Discovery Communications
Disney and ABC Television Group
E! Entertainment
EchoStar Satellite
FEARnet
Fox Business Network
Fox Cable Networks
Fox News
fuse
FX
G4
Go!TV
Gospel Music Channel

Hallmark Channel
Harvard Business Review
HBO
HDNet
History
Horizon Media
Hostopia
HRTV
HSN
Hustler TV
Insight Communications
Inspiration
ION Media Networks
Karmaloop
Mediastorm
Mediavest
Mintz Levin
MSG Varsity
National Geographic Channel
NBCUniversal
Ovation
OWN: The Oprah Winfrey Network
PHD Networks
Pitney Bowes Business Insight
PK Networks
QVC
ReelzChannel
Retirement Living TV
Schoen Marketing

Scripps Networks
SeaChange International
Showtime Networks
SiTV
Smithsonian Channel
Sony Movie Channel
Sportsman Channel
STARZ
Style Network
Suddenlink Communications
Telemundo
Tennis Channel
The Hub
The Weather Channel
Time Warner Cable
TOA Technologies
Turner Network Sales
TV Guide Network
TV One
Universal Sports
Univision Networks
WE tv
Wieden+Kennedy
Witherspoon Kelley
WWE
YES Network

■ Partners

4A's
ACA
ACC
ANA
Broadband Cable Association of PA
Compete Inc.
comScore
Consumer Electronics Association
CTAM
CTHRA
Kaitz Foundation
Lustgarten Foundation
Media Business
NAMIC
NATPE
NCTA
NCTC
Nielsen Business Media
Rentrak
SCTE
T. Howard Foundation
Telco TV
The Cable Center
WICT

And a special thank you to our loyal readers!

Here's to a Successful 2012

Sincerely,

Debbie Vodenos *Amy Abby* *Milo* *Amy Maclean* *Chad Heizer*
Kayla Voss *Amy Jeffries* *Kate Schaeffer* *Barbara B...* *Rachel M. Isaman* *Joanna M. Gato*

General Terms And Conditions For Advertising

GENERAL TERMS AND CONDITIONS FOR PRINT

In general

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to CableFAX as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

Orders/Deadlines/Ad Copy

- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved, with the invoice being due and payable when rendered.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front /inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.

GENERAL TERMS AND CONDITIONS FOR EMEDIA

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the CableFAX website as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser

- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may not be feasible.
- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.
- Publisher retains the right to display Advertiser's ad on the Publisher's web site(s), unless otherwise notified by Advertiser in writing.

Liability Limitations

- Publisher will not be responsible for any claims made in ads. Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
 - Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.
 - Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.
 - In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- ### Frequency Discounts/Special Units
- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.
 - A 1/4 page ad is the minimum size required to maintain frequency discount.
 - Special units such as gatefolds are available. Pricing

unless written confirmation thereof is received by Publisher.

- Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out

information is available upon request.

Furnished Insert Specifications

- Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher's advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.

Payment Terms

- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.

Agency Commissions

Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date. Production charges are non-commissionable.

Advertising Production

The Advertiser or their Agency will be billed at an amount not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

- of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.