

CableFAX

2011 Media Planner

www.cablefax.com

Celebrating 22 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 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.
- 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.

2011 Event Distribution:

- January:** NATPE
- February:** NCTC Winter Conference
- March:** NCTC Winter Conference
- April:** CableFAX Digital Awards Breakfast, ACA Summit, SCTE Leadership Institute
- May:** CableFAXIES, Sales Executive & Sweet 16 Awards Breakfast, CTHRA HR Symposium
- June:** The Cable Show (NCTA) CTAM, WICT
- July:** Independent Show
- September:** CableFAX Program & Top Ops Awards Event
- October:** Diversity Week (WICT, NAMIC, Kaitz), ACC, CTAM, SCTE
- November:** WICT Betsy Magness Institute
- December:** CableFAX 100 and Most Powerful Women Events, NAPTE 2012, CES 2012, AAAA 2012

2011 Specs

AD SPECS:
 Strip Ad – 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 x 11” tall
 Grayscale for regular insertions
 12 pt. or larger typeface recommended

FILE TYPE:
 Flattened pdf or tiff file

EMAIL AD TO:
 jfato@accessintel.com

PRODUCTION MANAGER:
 Joann Fato
 301.354.1681

DUE DATE:
 Three business days prior to run date

Advertising Contacts

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

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

Special Issues & Mid-Day Reports

CableFAX Daily Mid-Day Report: The Digital Hot List

The Digital Hot List highlights the best and brightest execs from the world of cable, online video and technology as they devise strategies to serve consumers with cutting edge digital products and services. Included in our prestigious list are the top digital minds among distributors, programmers, vendors and other companies involved in the digital media revolution. This group of talented execs is tackling hot areas from Authentication to 3DTV to Advanced Advertising to Social Media Marketing and beyond” Including Coverage: Best of Web Special Section

PUBLICATION DATE: APRIL 6

AD CLOSE: MARCH 23 • ARTWORK: MARCH 25

CableFAX Daily Mid-Day Report: Big Spenders: Upfront and The Sweet 16

CableFAX will highlight cable’s upfront season, including available stats and details about the various upfront presentations, innovative advertising partnerships and deals, and a rundown of how cable’s upfront is faring against competitors. We’ll also include analysis of how upfront deals and timelines are evolving to meet the needs of cable networks, agencies and brands. CableFAX will profile the members of our annual Sweet 16 list of influential ad executives that place their media spend with cable.

PUBLICATION DATE: APRIL 26

AD CLOSE: APRIL 18 • ARTWORK: APRIL 21

CableFAX Daily Mid-Day Report: Sales and Marketing Leadership Issue

CableFAX will feature profiles of our Sales Executive of the Year Hall of Fame, Sales Executive of the Year Awards category winners and honorable mentions, as well as Cable’s Top Marketing and PR Execs as well as FAXIE winners and honorees.

PUBLICATION DATE: MAY 12

AD CLOSE: MAY 1 • ARTWORK: MAY 4

Pre-NCTA and NCTA Issues of CableFAX Daily

CABLEFAX DAILY: PRE-NCTA, INNOVATION ISSUE MID-DAY

Before the industry converges in Chicago for the annual Cable Show, CableFAX will give readers a comprehensive overview of all the hot issues, panels, speakers and parties that will dominate discussion for the much-anticipated event. Then during the show, CableFAX will devote extra pages to 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: JUNE 6

AD CLOSE: MAY 24 • ARTWORK: MAY 27

CABLEFAX DAILY: NCTA ISSUES

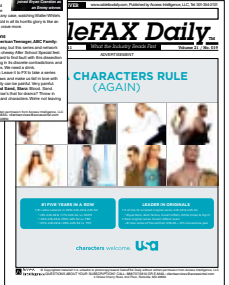
PUBLICATION DATES: JUNE 14, 15, 16

AD CLOSE: JUNE 6 • ARTWORK: JUNE 8

CableFAX Daily Mid-Day Report: Program Awards Issue

CableFAX will feature profiles of our Program Awards category winners and honorable mentions.

PUBLICATION DATE: SEPTEMBER 2011



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

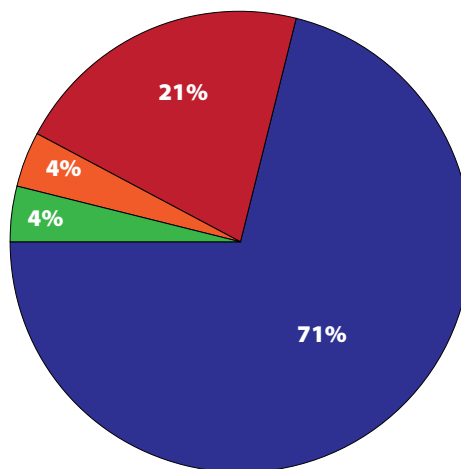
(sample listing)

Armstrong Cable Service	MediaCom
Atlantic Broadband Group	Communications
AT&T	Midcontinent
Bresnan Communications	New Wave
Bright House Networks	Communications
CableOne, Inc.	RCN Corp
Cablevision Systems	Rogers Cable
Charter Communications	Sprint
Comcast Corporation	Suddenlink
Cox Communications	Communications
Direct TV	Time Warner Cable
Dish	Verizon
Insight	WideOpenWest Networks
Knology	

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

CableOne - 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

CableFAX Daily is read by 100% of the top 20 multichannel video program distributors

*2011 Subscription growth in the following sectors: satellite, telco, mobile.

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 10,000 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 2011
 Bonus: The Independent Show
 Publication Date: July 25
 Ad Close: June 28
 Artwork Due: July 7

Most Influential Minorities in Cable/ Top 10 Places to Work

October 2011
 Bonus: Cable Connection- Fall, CTAM Summit, NAMIC
 Publication Date: October 1
 Ad Close: September 7
 Artwork Due: September 15

Most Powerful Women in Cable

November 2011
 Bonus: Most Powerful Women in Cable Breakfast
 Publication Date: November 2011
 Ad Close: October 12
 Artwork Due: October 20

CableFAX 100

December 2011
 Bonus: CableFAX 100 Luncheon
 Publication Date: December 2011
 Ad Close: November 10
 Artwork Due: November 18



Specs & Rates

Print Specifications

FULL PAGE

trim size (non-bleed):
 7 7/8 x 10 3/4"
 bleed: 8 1/8 x 11"
 live: 7 1/8 x 10"

HALF PAGE

trim size (non-bleed):
 7.875 X 10.75

*Other Specs Upon Request

Size	Net Rates*	Gross Rates
Half Page	\$7,500	\$8,824
Full Page	\$10,200	\$12,000
Cover 2 or Back Cover	\$12,500	\$14,706
False Cover	\$16,500	\$19,412
Spread	\$14,500	\$17,059
Belly Band, Magazine	\$12,000	\$14,118

* Agency Rate

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 (All rates are gross)
 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, Thursday
 Average delivered: 80,000

Ad Rates (All rates are gross)
 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: Every other Monday
 Average delivered: 40,000

Ad Rates (All rates are gross)
 Size: Weekly:
 728 x 90 \$3,500
 160 x 600 \$2,500



Online Opportunities

CableFAX'S Web sites - www.CableFAX.com and www.Cable360.net - attract more than 55,000 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)	—	\$8,925
PopUp (300 x 250)	—	\$4,250
Leaderboard (728 x 90)	\$4,400	\$2,600
Larger Skyscraper (160 x 600)	\$4,000	\$2,400
Box (180 x 150) CableFAX.com	\$1,995	\$995



Online Advertising Specifications:

- Ad Size: pixels
- File Formats: FLASH*, GIF or JPG
- Animation: Yes- If the ad is animated, it should continuously loop
- File Size: The file size must be 50K or less

*Please call Tesha Blett at (301) 354-1476 for more specs related to Flash Files

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 75 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 2011 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 professionals in the cable industry, from publications to award programs to networking events to workshops to online community opportunities. CableFAX offers high-impact opportunities online, in print and in-person. Consider these outstanding lead generation, branding and business building opportunities listed below.

In 2011, CableFAX will receive hundreds of entries in its signature awards programs. Sponsorships start at \$7,500 and include full benefits, from logo on all marketing collateral reaching more than 55,000 cable professionals, provision of entrant and attendee lists to unparalleled event exposure. Additionally, as a sponsor you receive a full page four color ad in the special issue distributed at the event and to all CableFAX readers. Consider sponsorship of these important benchmark programs:

CableFAX Digital Awards Breakfast Honoring the Digital Hot List and Best of the Web

Grand Hyatt Hotel, NYC · April 6, 2011

Join CableFAX for the Digital Awards Breakfast as we salute the Best of the Web finalists and recognize outstanding Web sites and digital initiatives among cable programmers, operators, vendors and associations. The CableFAX Digital Awards will also salute The Digital Hot List, cable executives behind the scenes, making these digital initiatives shine.

CableFAXIES, Sales Executive of the Year & Sweet 16 Breakfast

Grand Hyatt Hotel, NYC · May 12, 2011

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 and drive revenue and keep our dynamic marketplace growing and business moving forward.

CableFAX Program & Top Ops Awards Luncheon

Grand Hyatt Hotel, NYC · September 2011

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

Celebration of Leadership CableFAX 100 Luncheon and CableFAX Most Powerful Women Breakfast

Grand Hyatt Hotel, NYC · December 2011

Join CableFAX for the 100 Luncheon as we salute cable leaders, pioneers, influencers, out-of-the-box thinkers and rainmakers. and The Most Powerful Women in cable breakfast. These must-attend industry events showcases the “who’s who” of the cable business.

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 2011 Calendar

JANUARY:

CableFAX Daily Special Coverage:

CES/ TCA / NATPE / Golden Globes

Webinar: Capitalizing on Authentication and TV Everywhere - January 19

Awards / Honors:

CableFAXIES Awards Entry Deadline - January 21

Industry Distribution: NATPE

FEBRUARY:

CableFAX Daily Special Coverage: TV Everywhere

Webinar: Transactional TV

Awards / Honors:

CableFAX Sales Executive of the Year Awards
Entry Deadline - February 18

CableFAX Sweet 16

Nomination Deadline - February 25

Industry Distribution: NCTC

MARCH:

CableFAX Daily Special Coverage: Telco/Sat Update and/or 3DTV

Webinar: Customer Experience

Industry Distribution: SATELLITE 2011, NCTC

APRIL:

CableFAX Daily Special Mid-Day Report: Upfront

CableFAX: The Magazine - The Digital Hot List Issue

Publication Date: April 6

Ad Close: March 10

Artwork Due: March 18

Webinar: Advanced Advertising

Awards / Honors:

CableFAX Top Ops Nominations - April 29

CableFAX Event: April 6, NYC

CableFAX Digital Awards Breakfast: Honoring The Digital Hot List & Best of Web

Industry Distribution: CableFAX Awards, ACA Summit, SCTE Leadership Institute

MAY:

CableFAX Daily Special Mid-Day Sales and Marketing Leadership Awards Issue

Webinar: TBD

CableFAX Event: May, NYC

CableFAXIES, Sales Executive of the Year & Sweet 16 Awards Breakfast

JUNE:

CableFAX Daily Special Mid-Day Report: Top Innovation Issue, Pre-NCTA

CableFAX Daily NCTA Special Issues: June 14, 15, 16

Webinar: TBD

Awards / Honors:

CableFAX Program Awards

Entry Deadline - June 6

CableFAX Most Influential Minorities

Nominations Deadline - June 24

Industry Distribution: NCTA, CTAM, WICT

JULY:

CableFAX: The Magazine - Top Operators Issue

Publication Date: July 25

Ad Close: June 28

Artwork Due: July 7

Webinar: TBD

Awards / Honors:

CableFAX Top Places to Work

Nominations Deadline - July 15

CableFAX Most Powerful Women in Cable

Nominations Deadline - July 29

Industry Distribution: Independent Show

AUGUST:

CableFAX Daily Special Coverage: Transactional TV

Webinar: Building International Revenue

Awards / Honors:

CableFAX 100

Nomination Deadline - August 26

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 2011 Calendar

SEPTEMBER:

CableFAX Daily Special Mid-Day Program Awards Issue

Webinar: Advanced Advertising

CableFAX Event: September

CableFAX Program & Top Ops Awards Luncheon

OCTOBER:

CableFAX Daily Special Issue: Week of October 4

Editorial: WICT / NAMIC / CTAM / SCTE

CableFAX: The Magazine -

Most Influential Minorities in Cable Issue

Publication Date: October 1

Ad Close: September 7

Artwork Due: September 15

Webinar: TBD

CableFAX Event: October 4, NYC

CableFAX / NAMIC Most Influential Minorities Breakfast

Industry Distribution: Diversity Week (WICT, NAMIC, Kaitz)

ACC, CTAM, SCTE

NOVEMBER:

CableFAX Daily Special Coverage:

Building International Revenue

CableFAX: The Magazine -

Most Powerful Women in Cable Issue

Publication Date: November

Ad Close: October 12

Artwork Due: October 20

Webinar: TBD

Awards / Honors:

CableFAX Best of the Web Awards

Entry Deadline - November 11

DECEMBER:

CableFAX Daily Special Coverage: Advanced Advertising

CableFAX: The Magazine - CableFAX 100 Issue

Publication Date: December

Ad Close: November 10

Artwork Due: November 18

CableFAX Events: December, NYC

CableFAX 100 Luncheon

CableFAX Most Powerful Women Breakfast

Industry Distribution: NATPE 2012; CES 2012



“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

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.