



minnesotabusiness.com

Technology

P & L

MARKETING

Intellectual
Property

LEGAL

financial services

private
companies

DEAL MAKERS

STARTERS

Policy
hot tech Top
Marketers

c-titles

minnesota
BUSINESS

INSIGHT AND INFORMATION FOR GROWING COMPANIES

Presidents
Banking
growing
companies

Accounting
business owners

LEADERSHIP

Healthcare

Top 100 Companies to Work for

HR
sales

Bottomline
Manufacturer
of the Year

Voices

PEOPLE

Manufacturing

mergers &
acquisitions

900 South 3rd Street
Minneapolis, MN 55415
p. 612.548.3210 f. 612.548.3181
www.minnesotabusiness.com

BUSINESS INTELLIGENCE FOR THE MINNESOTA EXECUTIVE

- In-depth insight on the state's leading business issues
- Distinguished events that bring business leaders together
- References, resources and expert analysis online

Minnesota Business is Minnesota's award-winning business magazine and website with a monthly total audience of over 50,000 readers.

We target business executives of growth companies and reach 86% of all business executives.

Our monthly magazine is a cornerstone of a business marketing platform of print advertising, lucrative event contacts, online marketing and social media traffic.

BUSINESS PROMOTION PLATFORM

Minnesota Business is more than a magazine. We offer a platform to integrate your brand into the fabric of the business community through prestigious events, the frequency of social media, and online, relevant content. By participating in more than one area of our platform, your company can quickly be positioned as a business leader.



PRINT ADVERTISING

Build executive credibility for your brand to enhance sales efforts and drive revenues. More than 15,000 of the state's most influential business leaders read *Minnesota Business* each month.



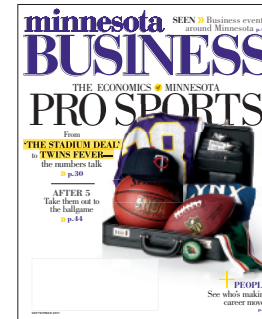
ONLINE

Fueled by a strategic flow of social media traffic, minnesotabusiness.com and E-Newsletter sponsorships build brand and drive traffic to your site from the people that matter. Blog authoring opportunities may be available to certain partners.



EVENT SPONSORSHIP

Sponsorship of our renowned signature events will firmly position your company as thought leaders in the market, experts in an industry.



EDITORIAL MISSION

MINNESOTA BUSINESS MAGAZINE delivers insight into the key people, enterprises and trends that drive small to mid-size companies in Minnesota. We provide a perspective critical to businesses operating in this region's ever-changing economic environment.

Every month we identify and analyze important developments, highlighting some of the reasons why our region has come to be recognized around the world as an important source of business innovation. Using eye-popping imagery and engaging prose, we provide in-depth profiles of innovators and business leaders. We put a spotlight on the region's success stories, drawing lessons that help readers exploit opportunities and avoid pitfalls.

Minnesota Business also provides information that will be useful to business leaders in their day-to-day operations. We tell you about inspiring new inventions that may change the way you work, and also about the developments in trade, law and marketing that affect businesses on a daily basis. We examine the policies that encourage business or impede growth, and also offer tips and advice to better operate your business.

Minnesota Business is your companion on this great adventure: The search for growth and prosperity.

In Every Issue

MARKETING:

advertising, PR, communications & media

BOTTOM LINE:

Insights & ideas to help your bottom line

TECHNOLOGY:

IT, new products, online security, software, tech tips & advice

HR:

resources & ideas for employee issues

OPENERS:

trends, news, events & ideas impacting Minnesota businesses

PEOPLE:

career moves & profiles of people in business

AFTER 5:

ideas for meeting, dining, entertaining & teambuilding

VOICES:

business conversations in Minnesota

Minnesota Business is an essential resource for people leading Minnesota's growth companies

Over 50,000 readers each month.

14,331+

Newsstand, paid subscribers and controlled circulation.

HH income: \$219,000

70% male – 30% female

Age of our readers

Under 25	1%
25-34	12%
35-44	19%
45-54	29%
55-64	30%
65 and over	13%

No. of employees – a focus on small to mid-size companies

1-99	60%
100-499	19%
500+	21%

Function - well read by business leaders

82% of our readers spend up to ¾ of an hour with *Minnesota Business* every month

Corporate and Financial Management/Top Executives	62%
Operating Management	11%
Sales/Marketing	13%
Other	14%

Online

- 35% of our readers spend between 20-40 minutes on the internet
- 53% of our readers are moderate to avid users of social media

Purchasing Power

Approves Purchasing 93%

Insight & information for growing companies.

What our readers are purchasing in the next 12 months:

- 91% Copier/Fax/Printer
- 59% Computers
- 33% Office Furniture
- 44% Accounting Services
- 39% Financial Planning Services
- 78% Cellular Phones
- 62% Commercial Loans

Our Readers provide a targeted opportunity for your business.

- 60% of our readers purchase a product or service from seeing ads in *Minnesota Business*
- 93% of our readers make purchasing decisions for their company

All data derived from 2011 Circulation Verification Council - including an internal reader survey

KEY FACTS ABOUT MAGAZINE MEDIA

Magazine Media Engages Readers

- Magazines continue to score significantly higher than television or the internet in “as receptivity” and other engagement discussions
- When consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of television, radio or the internet.
- Reader engagement with a digital interactive magazine (82%) is more than four times greater than with a website of similar content (18%).

Magazine Media Advertising is Valuable Content

- Consumers are more likely to have a positive attitude toward advertising in magazines compared to other media.
- Advertising in interactive magazines is considered far more “helpful or interesting” by respondents than ads in any other electronic medium, including television, e-mail, and website banner ads.
- Of all forms of electronic advertising, interactive magazine ads have the least negative impact on the reader experience — more than 7 in 10 find display ads in digital magazines less intrusive than banner ads; 8 in 10 see them as “easier to read,” “inviting” and “more fun.”

Magazines Deliver, Reach and Accumulate

Audiences Faster Than You May Think

- Across major demographic groups, the top 25 magazines deliver considerably more rating points than the top 25 primetime television shows.
- The average monthly magazine accumulates approximately 50% of its audience within a month’s time, and the average weekly magazine accumulates nearly 80% of its audience in 2 weeks.
- 58% of digital magazine readers read their edition the same day it arrives.

Magazines Supply Credibility

- Multiple sources show that consumers trust ads in magazines.

Magazines Build Buzz

- Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories
- Magazines complement the web in reaching social networkers, whom marketers increasingly favor to generate word-of-mouth.

Magazines Media Advertising Gets Consumers to Act

- Action-taking has increased in the last five years.
- 60% of digital consumer magazine readers go to an advertiser’s website and 55% tried a new product or idea presented in their digital edition.
- Two separate sources show that more than half of all readers (54%) act on magazine ads.

Magazines Spur Web Traffic and Search

- BIGresearch proves that magazines lead other media in influencing consumers to start a search online, ranking at or near the top by gender as well as across all age groups.

Magazine Audiences are Expanding Across Platforms

- The number of magazine websites and mobile apps is increasing, e-reading devices are projected to grow rapidly and consumers want to see magazine content on them.
- 75% feel that digital content complements print, only 25% see it as a replacement for printed content.

Magazines Improve Advertising ROI

- Based on analyses of client-commissioned, cross-media accountability studies, two separate sources found that magazines most consistently generate a favorable cost per impact throughout the purchase funnel.
- Magazines are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent.
- More precise media inputs increase accuracy of marketing mix modeling results.



EDITORIAL
CALENDAR

	FEATURE		AD CLOSE	MATERIALS DUE
JANUARY	The Ideas Issue	Experts share their best ideas for your business new year	11/18/11	11/28/11
FEBRUARY	Women in the Boardroom	A look at the women on Minnesota's board of directors and state of women on boards	12/16/11	12/23/11
MARCH	Human Resources	Hiring, firing, motivating and retaining employees	1/20/12	1/27/12
APRIL	Top Marketers Awards	<i>Minnesota Business</i> honors the Best Marketers in Minnesota	2/17/12	2/24/12
MAY	International Trade	Ideas for small to mid size companies to do business overseas	3/16/12	3/23/12
JUNE	100 Best Companies to Work for	<i>Minnesota Business</i> honors the Best Companies to work for	4/20/12	4/27/12
JULY	Hot Tech	Round up of innovative tech products, ideas and companies	5/18/12	5/25/12
AUGUST	Legal	Top legal issues facing companies	6/22/12	6/29/12
SEPTEMBER	Health Care	Wellness, insurance and health care ideas for business owners.	7/20/12	7/27/12
OCTOBER	Top 50 Manufacturers of the Year Awards	<i>Minnesota Business</i> honors the best manufacturers in Minnesota	8/17/12	8/24/12
NOVEMBER	Corporate Social Responsibility	Resources and ideas for corporate citizenship in Minnesota	9/21/12	9/28/12
DECEMBER	Fast Companies	Fastest growing companies and businesses to watch	10/19/12	10/26/12

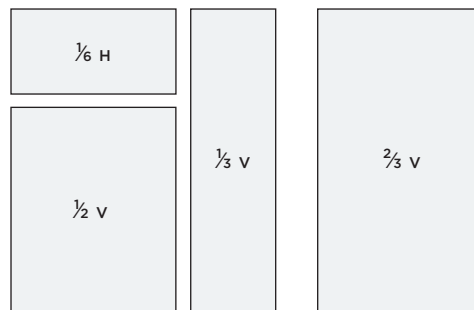
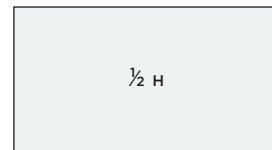
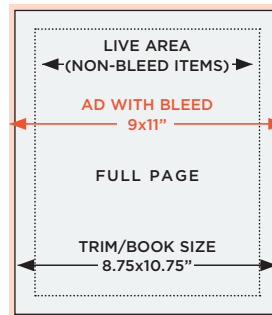
*Editorial calendar subject to change
**Additional events may be added throughout the year

PRINT ADVERTISING

	1X	3X	6X	12X
FULL PAGE	4,000	3,600	3,200	2,800
2/3 VERT	3,200	2,880	2,560	2,240
1/2 VERT	2,900	2,610	2,320	2,030
1/2 HORIZ	2,900	2,610	2,320	2,030
1/3	2,500	2,250	2,000	1,750
1/6	1,480	1,332	1,184	1,036
COVER 2 OR 3	—	—	4,570	4,113
COVER 4	—	—	4,720	4,248

For questions on material specs
Email mnbizads@tigeroak.com

Ad Sizes	Width	Height
TRIM/BOOK SIZE	8.75"	10.75"
FULL PAGE BLEED*	9"	11"
2/3 PAGE VERTICAL	4.75"	9.75"
1/2 PAGE HORIZONTAL	7.25"	4.5"
1/2 PAGE VERTICAL	4.75"	7"
1/3 PAGE SQUARE	4.75"	4.5"
1/3 PAGE VERTICAL	2.25"	9.75"
1/6 PAGE VERTICAL	2.25"	4.5"
1/6 PAGE HORIZONTAL	4.75"	2.175"



PREFERRED FILE FORMAT PDF/X-1a files are strongly recommended. Native files are discouraged, but we will accept InDesign CS files and Quark files (Quark 4.0 to 6.5 only). InDesign's "Package" and Quark's "Collect for Output" will ensure that fonts, graphics and photos are included with the page layout document.

IMAGE RESOLUTION
All photos must have a resolution of 300 DPI at 100% of the print size. All color images must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

***FULL PAGE BLEED INFO**
Keep non-bleed images and text 1/2" in from the trim edge or they may be cut off. Material intended to bleed must extend a minimum of 1/8" beyond the trim. Anything less than 1/8" cannot be guaranteed to have a consistent bleed. Please do NOT use crop marks. If they are used, an offset of .25" or greater is required.

ADVERTISING SUBMISSION GUIDELINES
Ads may be uploaded via the web on our easy, quick ad uploader. Go to ads.tigeroak.com and log in using the following:
username: advertiser
password: top207
Then follow the instructions to upload.

We also accept ads on CD or DVD.
Ship advertising materials to:

Ad Traffic Coordinator
Tiger Oak Media
One Tiger Oak Plaza, 900 South Third St.
Minneapolis, MN 55415
Or email to mnbizads@tigeroak.com

**2012
MEDIA
KIT**

DIGITAL
RATES & SPECS

E-NEWSLETTERS

TOP BANNER

Per Insertion \$600 728 x 90 pixels

SKYSCRAPER

Per Insertion \$500 160 x 600 pixels

MINI SKYSCRAPER

Per Insertion \$400 160 x 150 pixels

TO HAVE A WEB AD BUILT

Add an additional \$100 to the rate

ONLINE ADVERTISING

TOP LEADER

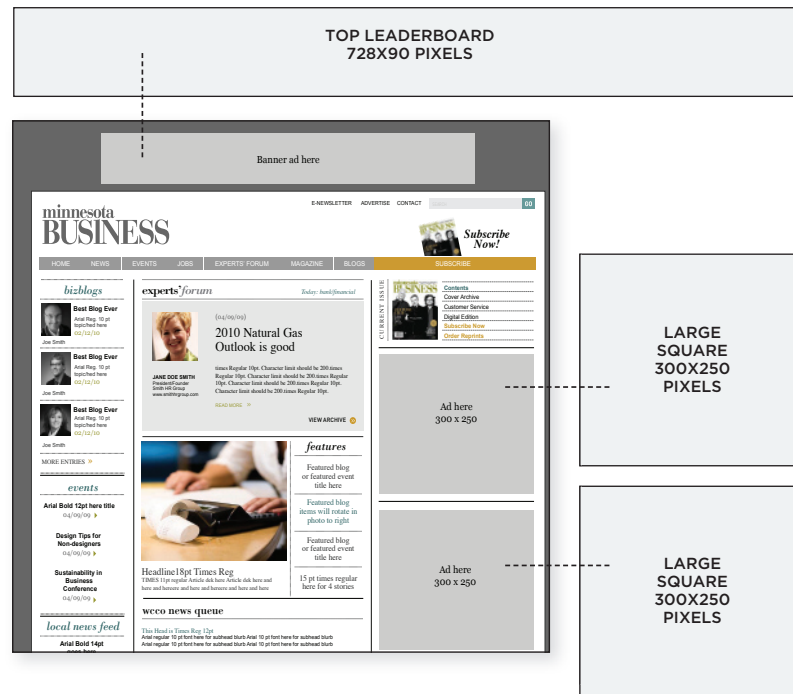
3 months \$1500 728 x 90 pixels

LARGE SQUARE

3 months \$1050 300 x 250 pixels

TO HAVE A WEB AD BUILT

Add an additional \$100 to the rate



SIGNATURE EVENTS

MINNESOTA BUSINESS MAGAZINE produces three signature events per year. These events recognize excellence in different business sectors and allow sponsors to present themselves as industry leaders to companies across the state. Each event provides unique opportunities to reach targeted groups and decision makers in a positive and enthusiastic setting. Event sponsorship is for those companies who truly recognize the value in a marketing platform that includes print advertising, online advertising, audience interaction, lead generation and networking.

April 2012 - Top 50 Marketers of the Year Awards

Minnesota Business Magazine is proud to introduce this signature event to Minnesota. The key categories we will be honoring include:

- Overall Marketing Director of the Year
- Chief Marketing Officer of the Year
- Digital Marketing Director of the Year
- Marketing Assistant of the Year
- Marketing Innovator of the Year
- Marketing Team of the Year

June 2012 - 100 Best Companies to Work For

Minnesota Business Magazine's 100 Best Companies to Work For celebrates companies who are setting the standard for leadership, benefits, work environment, innovative training programs and much more. We anticipate hundreds of nominations and look forward to record-breaking attendance. This event is a great fit for anyone seeking to reach owners and HR executives from a cross section of industries.

2012 Minnesota Manufacturing Awards

MPMA is excited to announce it is hosting the 2012 Minnesota Manufacturing Awards sponsored by *Minnesota Business Magazine*. The following Awards will be presented:

- Manufacturing Company of the Year
- Manufacturing Executive of the Year
- Manufacturer Innovation of the Year
- Emerging Manufacturer of the Year
- Top Woman Owned Manufacturer of the Year
- Green Manufacturer of the Year

SPONSOR PACKAGES

Minnesota Business event sponsorships are designed to allow participating companies to enjoy a competitive advantage by having only a limited number of sponsors (usually a maximum of 4) at each event.

Presenting Sponsor (\$15,000-\$20,000)

This premiere sponsorship level receives all the typical sponsorship benefits (at right) as well as “naming rights” of our event. As a Presenting Sponsor, your company will also receive a prominent speaking role as well as the ability to have input into some design details of the event.

Signature Sponsors (\$7,500-12,500)

Minnesota Business events are unique in that we limit our sponsorships to a total of 5 sponsors per event (1 Presenting, 4 Signature Sponsors). As a result, our Signature Sponsors receive prominent billing and inclusion in awards presentation and other participation in our events.

Typical Sponsor Benefits

Sponsor Benefits vary between Presenting and Signature Sponsors, as well as between events – but benefits typically include:

- Company logo featured prominently as a title sponsor in all collateral: Best Companies signage, advertising, and website with link to sponsor's website
- Full-page ad in *Minnesota Business* Magazine
- Two complimentary tables for 10 with preferred seating
- Logo on event page as a sponsor with link to your website
- Acknowledgment in all press releases, event collateral materials, event ads and on website
- Acknowledgement in thank you ad in *Minnesota Business* Magazine
- Mention of company from podium during the program
- Featured placement of logo and profile in program
- Projection of company logo during program
- Opportunity to provide promotional items for gift bags
- Company identified with table sign
- Logo engraved on all awards
- Dominant logo placement in all event materials
- Short speaking roles at event
- Participation at pre-event executive reception
- Six-foot display table during reception
- Branded Collateral/Gift at event tables (i.e., wine/notebooks)

We can help you make a powerful statement about who you are by building credibility and recognition with your target customers. Reprints represent an objective, third-party endorsement lending high-impact credibility to your products, your brand and your company!

A. FULL-COLOR REPRINTS

A full-color reprint delivers a strong and high-quality image that reflects the professional look of your company and its products. Ads and other non-pertinent material from the original article are taken out and custom features such as your logo, banner or mission statement can be added.

1 PAGE (ONE SIDE)

500 copies \$895
1,000 copies \$1,095

1 PAGE (TWO SIDES)

500 copies \$1,095
1,000 copies \$1,295

Additional pages available upon request.

**SPECIAL PRICING
Digital and Print Packages**

- \$195 includes e-print, 1 page design and 25 print copies
- \$295 includes e-print, 2 page design and 25 print copies
- \$395 includes e-print, 4 page design and 25 print copies

The purchase of an e-print gives you all electronic rights to the file but it does not include the right to print.

B. PHOTO RESALE AND LICENSING

\$500 includes
A CD of all high resolution, edited photos and printing rights to use them as promotional material for your company.

C. PLAQUES

\$149-\$200 (includes shipping)

ADDITIONAL ITEMS AVAILABLE UPON REQUEST

Framed copies, awards and more... call for pricing!

Contact Anne DeWolfe to order or for more information
612.787.3148
anne.dewolfe@tigeroak.com

All prices include tax & shipping. Pre-payment is required. Reprints processing takes 2 to 4 weeks. We can ship via UPS for an additional \$30 or pick-up is also available.



ADVERTISING AGREEMENT

Terms & Conditions

1. General. Advertiser and Agency will be jointly and severally liable for the obligations hereunder. Publisher may, in its sole discretion, edit, reclassify or reject any advertising copy submitted by Advertiser, including, without any limitations whatsoever, that Publisher may place the word "Advertisement" with any copy that, in its opinion, resembles editorial matter, or it may reject such copy. Any corrections must be in writing and must be six weeks prior to the on-sale date in the then current rate card; orders or corrections communicated orally or after the deadline are not accepted. In no event will the publisher be liable for any costs, damages or loss (including but not limited to loss of projected earnings) directly or indirectly arising from error in advertisements or with respect to ad placement or if, for any reason, it fails to publish an advertisement or circulate all or any part of any issue. The Publisher's advertising representatives are not authorized to amend the terms of this Agreement, either orally or in writing. The Publisher will not be bound by any terms or conditions whatsoever appearing on order blanks, copy instructions, insertion orders or other documents from, or communications by Advertiser. The failure or delay of the publisher to enforce any term or condition of this Agreement will not be construed as a waiver of any of its rights. This Agreement will be interpreted and enforced in accordance with the laws of the State of Minnesota applicable to agreements made and to be wholly performed therein and venues far any litigation hereunder shall be in Hennepin County, Minnesota.

2. Payment. Advertiser agrees to pay Publisher pursuant to Publisher's rate card, the terms and conditions of which are incorporated herein. This Agreement may entitle the Advertiser to a discount off of the open rate on the rate card, however this Agreement does not guarantee a fixed rate, and the Publisher reserves the right to modify its rate card at any time upon 30 days notice. Advertiser will be short rated if it does not use the minimum space or frequency contracted for. Where credit has been granted, payment will be due and payable within 15 days following publication. Past due amounts will accrue interest at the rate of 1.5% or the maximum rate allowed by law per month, from the date any such past due. Advertiser will incur a charge, as permitted by state law, for any check returned to Publisher unpaid. Upon failure of Advertiser to pay any amounts due or in the event of any other material breach of this Agreement, Publisher may, at its sole option, require cash in advance, stop inserting Advertiser's advertisements and/or Terminate this agreement as provided below. The total amount due hereunder will become immediately due and payable, and Publisher may stop inserting Advertiser's advertisements in its publication, in the event that the Advertiser: (1) discontinues the operation of its business; (2) files or has filed against it any petitioner pleading in bankruptcy or for the appointment of a receiver; (3) makes any assignment for the benefit of creditors; or (4) fails to pay any amount due hereunder when due. For value received, including advertising, services, or other valuable consideration, I hereby unconditionally guarantee at all times full and prompt payment, upon demand of any indebtedness which has been incurred under this agreement. I understand this to mean that I will personally guarantee payment of all debt and obligations under this agreement. Advertiser agrees to pay all costs (including collection agency fees, court costs and attorneys' fees) incurred by Publisher in collecting Advertiser's delinquent accounts. In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes will be assumed and paid by the Advertiser.

3. Term and Termination. All cancellations must be received in writing no less than 30 days prior to the space closing date or 60 days from the publication date. Upon cancellation by advertiser for any reason, any amounts due will immediately become due and payable and Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination. Publisher may terminate this Agreement at any time. In that event, any amounts due from Advertiser will immediately become due and payable; Advertiser will be entitled to any frequency discounts which would have been earned had the Agreement run to its scheduled date of expiration, unless Publisher terminates the Agreement because of a breach by Advertiser, in which case Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination.

4. Warranties, representations and Indemnification. Advertiser will supply Publisher with copies of licenses, releases or other written proof of such rights and, upon request, Advertiser will supply Publisher with documentation of any advertising claims made in material provided by Advertiser. Advertiser will indemnify and save Publisher from any loss, cost, liability, claim, suit or damages arising out of or in connection with any claim which, if sustained, would constitute a breach of Advertiser's warranties and representations or otherwise arising out of or in connection with the publication of any material furnished to Publisher, any Advertiser-sponsored contests or promotions, or any co-op or other advertising for the Advertiser that is subsidized or otherwise paid for by a third party. The provisions of this paragraph will survive the termination of this Agreement.

5. Material Produced by Publisher Any advertising material produced by Publisher pursuant to this Agreement will remain the sole property of Publisher, and Advertiser will accrue no rights thereto and will not use such advertising in a any fashion without the consent of Publisher. Insertion rate does not include production charges unless otherwise noted. Any additional production charges will be invoiced separately. Please fax this signed contract back to your Account Rep.

Price

Size	1/6	1/3	1/2	2/3	Full
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JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Total Cost:

Special Section/Comments:

Advertiser Name:

Advertiser Signature:

Date:

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FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Total Cost:

Special Section/Comments:

Advertiser Name:

Advertiser Signature:

Date: