

2009 RATES

Effective with the January 2009 Issue

| 4-Color | 1X | 3X | 6X | 12X |
|----------------|-----------|-----------|-----------|------------|
| Full Page | \$35,800 | \$34,010 | \$32,220 | \$28,640 |
| 2/3 Page | \$26,870 | \$25,525 | \$24,180 | \$21,495 |
| 1/2 Page | \$21,480 | \$20,405 | \$19,330 | \$17,180 |
| 1/3 Page | \$14,320 | \$13,600 | \$12,885 | \$11,455 |
| 1/6 Page | \$7,190 | \$6,830 | \$6,470 | \$5,750 |
| Spread | \$64,440 | \$61,220 | \$57,995 | \$51,550 |

| 2-Color | 1X | 3X | 6X | 12X |
|----------------|-----------|-----------|-----------|------------|
| Full Page | \$31,015 | \$29,460 | \$27,910 | \$24,810 |
| 2/3 Page | \$23,260 | \$22,095 | \$20,930 | \$18,605 |
| 1/2 Page | \$18,610 | \$17,675 | \$16,750 | \$14,880 |
| 1/3 Page | \$12,475 | \$11,850 | \$11,225 | \$9,980 |
| 1/6 Page | \$6,285 | \$5,970 | \$5,655 | \$5,025 |
| Spread | \$55,825 | \$53,030 | \$50,245 | \$44,660 |

| B & W | 1X | 3X | 6X | 12X |
|------------------|-----------|-----------|-----------|------------|
| Full Page | \$28,655 | \$27,220 | \$25,790 | \$22,925 |
| 2/3 Page | \$21,480 | \$20,405 | \$19,330 | \$17,180 |
| 1/2 Page | \$17,185 | \$16,325 | \$15,465 | \$13,745 |
| 1/3 Page | \$11,455 | \$10,880 | \$10,305 | \$9,160 |
| 1/6 Page | \$5,740 | \$5,450 | \$5,165 | \$4,590 |
| Spread | \$51,580 | \$49,005 | \$46,420 | \$41,260 |

| Covers | 1X | 3X | 6X | 12X |
|---------------|-----------|-----------|-----------|------------|
| Cover 2 | \$42,950 | \$40,800 | \$38,655 | \$34,360 |
| Cover 3 | \$39,370 | \$37,400 | \$35,430 | \$31,495 |
| Cover 4 | \$44,745 | \$42,505 | \$40,270 | \$35,795 |

Covers are non-cancelable.

Ask your *Continental* representative about other premium positions, including opposite the Table of Contents, Crossword and Sudoku puzzles/answers, and the Route Map page.

Bleed Charge: 10% • Rates shown are gross.

Rate Card #18 • (Over Please)



Continental magazine is exclusively published by The Pohly Company.

SUPPLEMENTAL INFORMATION CONTRACT CONDITIONS

Frequency Discounts Rates are based on the number of insertions run in a contract year. If within 12 months, fewer insertions are placed than specified, the rates will be short-rated accordingly. Two-page spreads count as two insertions toward earned frequency rates. An insert counts as one insertion toward frequency discounts.

Splits Perfect A/B splits available; rates furnished upon request.

Bleed Available at 10% additional cost. Does not apply to ads whose only bleed area crosses the gutter to the facing page.

Inserts Special rates apply for preprinted inserts, insert cards, gatefolds and special units. Availability and prices will be furnished upon request. Preprinted insert quotations also supplied upon request.

Rate Changes The Publisher reserves the right to change the rates upon 60-day notice. Contracts may be canceled at the time a change in rates becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

Advertiser Product Information Free space for advertiser product information is available upon request for all advertisements. Publisher reserves the right to edit or delete listing due to space limitations.

RATE POLICIES

All insertion orders for advertising in *Continental* magazine are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise appearing on the space order, billing instructions, or copy instructions which conflict with the Publisher's stated policies and current rate card will be binding with the Publisher. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and advertiser of all the terms and conditions of the rate card applicable to the issue in which the insertion is to be published. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher. The Publisher will not extend credit for advertising orders or space reservations that claim sequential liability. Insertion order/contract cancellation will be accepted only upon written notice prior to the published closing date. Covers are non-cancelable. Failure (by the advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and the publication of the advertisement will be made and charged for

upon the terms of the rate schedule then in force without further notice. Advertising rates, terms, and conditions set forth in this rate card shall govern and supersede any other information published in previous rate cards, directories, media guides, or rate and data services. *Continental* magazine will not honor rates or data derived from the sources unless in conformance with this rate card. Uniform rates apply to all advertisers at all times. Conversion to the Publisher's requirements will be billed at the advertiser's cost.

COMMISSIONS/PAYMENTS

Standard 15% commission of gross to recognized agencies provided payment is received within the terms of the sale. Advertising invoices are issued upon printing of each issue and are due net 30 days from the date of the invoice. No cash discounts. Commissions not allowed on billings over 90 days past due. Only space charges are commissionable; production or mechanical charges are billed at net.

GENERAL CONDITIONS

All advertisements in *Continental* magazine are accepted and published on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the agency and the advertiser, jointly and severally, will indemnify and hold harmless the Publisher, its officers, agents, and employees, against all expenses (including legal fees) and losses resulting from the publication of the contents of advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, or publicity, plagiarism, copyright, or trademark infringement, and any other claims or suits that may arise out of the publication of such advertisements. All contents of the advertisement are subject to the Publisher's approval. The Publisher reserves the right to reject, exclude or cancel any advertisement, insertion order, space reservation, or position commitment at any time. The Publisher will insert the word "advertisement" prominently into any advertisement that simulates editorial content. All agreements subject to strikes, accidents, fires, acts of God, or other contingencies are beyond the Publisher's control. The Publisher assumes no liability if for any reason it becomes necessary to omit or cancel the advertisement. The Publisher's liability for error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in the Advertiser Product Information section, Fly & Buy Promotions sections, or any type set by the Publisher both online and in print. As used in the terms and conditions, the term "Publisher" shall refer to The Pohly Company.