

2010 Rate Card

▶ **ADVERTISING RATES**

(Card No. 29, Effective Spring 2010)

Published four times a year. Rate Base = 200,000

<b>4-Color</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Full page	\$20,700	\$19,550	\$18,400
2/3 page	\$16,560	\$15,640	\$14,720
1/2 page	\$14,075	\$13,295	\$12,510
1/3 page	\$9,940	\$9,390	\$8,840

<b>B/W</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Full page	\$15,610	\$14,745	\$13,880
2/3 page	\$12,485	\$11,790	\$11,100
1/2 page	\$10,615	\$10,030	\$9,435
1/3 page	\$7,470	\$7,050	\$6,635

<b>Covers</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Back	\$27,525	\$25,995	\$24,470
2nd	\$26,865	\$25,375	\$23,885
3rd	\$25,735	\$24,305	\$22,875

**2010 CLOSING DATES**

<b>Issue</b>	<b>Space Closing</b>	<b>Materials Due</b>	<b>In-Home Date</b>
Spring 2010	Feb. 8, 2010	Feb. 15, 2010	March 15, 2010
Summer 2010	May 3, 2010	May 10, 2010	June 7, 2010
Fall 2010	Aug. 9, 2010	Aug. 16, 2010	Sept. 13, 2010
Winter 2011	Nov. 15, 2010	Nov. 22, 2010	Jan. 3, 2011

## SUPPLEMENTAL RATE INFORMATION

**Second Colors:** Process cyan, magenta, or yellow. PANTONE (PMS) colors are available on a limited basis at the rate of \$800 per page.

**Bleed:** No extra charge.

**Special Position:** Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of the Publisher to determine actual positions. Special position guaranteed on a noncancelable basis at 15% premium to advertisers earning the 1-time to 2-time rate and at 10% to advertisers earning at least the 4-time rate.

**Inserts:** Special rates apply for supplied or Publisher printed inserts, outserts, gatefolds, and special units. Prices and availabilities on request.

## COMMISSIONS

**Commission:** 15% of gross billings to recognized agencies. Commissions not allowed on production charges. Commissions not allowed on billings turned over for collection.

## ISSUE AND CLOSING DATES

**Frequency:** Published four times a year.

**Closing Dates:** Orders and materials due on closing date. Extensions on materials must be arranged prior to closing.

**Space Orders:** Due in writing on or before closing date.

**Cancellations:** Neither the advertiser nor its agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by Publisher after the closing date. Orders for covers and inserts may not be canceled less than 30 days preceding the closing date. If by closing date Publisher has not received copy that, in its sole discretion, is deemed acceptable for publication, Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

## CONTRACT REGULATIONS

**Contract Year:** Advertising must be inserted within one year of first insertion to earn a frequency discount. Advertising schedules composed of mixed space units are entitled to earned frequency discount, except when use of smaller units lowers the total cost of the campaign below amount that larger units reached at their earned rate. An advertiser who does not complete a committed schedule will be subject to short rate. Credits earned by increasing frequency during a contract year are applied toward future billing for space. No cash rebates.

Orders accepted are subject to rate change with notice by Publisher at least 60 days prior to closing date of effective issue. Advertisements that accompany orders containing incorrect rates or conditions will be inserted and charged the regular scheduled rates. Such errors will be considered as clerical only, and will not be deemed to alter the rate set forth in the rate card.

**Agency:** All advertisements are published for benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

**Billing Date:** Publication date. Payment due at Publisher's office in Dallas, Texas, within 30 days of date of invoice.

**Credit:** Payment due in advance unless credit approved by Publisher.

**Past Due:** Accounts not paid in full within 30 days of date of invoice shall incur a late charge of 1% per month from the due date until paid in full.

**Collection:** In the event advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. In this event, advertiser and/or agency shall be totally liable for all fees and sums charged by the collection agency and/or attorney. If any suit or other judicial proceeding is instituted or had thereon or if collected through probate or bankruptcy proceeding, advertiser and/or agency shall be totally liable for all attorneys' fees and court costs incurred by Publisher in the collection of said bills.

## GENERAL ADVERTISING INFORMATION

1. The Publisher will accept requests to make changes at his or her discretion but is not responsible for any errors in key numbers or other revisions made by the Publisher.
2. All advertisements are accepted and published by the Publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures, and/or testimonials of persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent for the use in the advertisement of the name, picture, and/or testimonial of any such person or the consent of his administrator, executor, heirs, or assigns. In consideration of the Publisher's acceptance of any advertisement for publication, the agency and advertiser shall, jointly and severally, indemnify and save the Publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.
3. Recognized agency as used in this Rate Card refers to an individual or group of individuals who makes the media selection, handles the order, coordinates and processes the space placed with the Publisher under the terms of this Rate Card, furnishes and prepays transportation and import charges on all printing materials submitted, and processes prompt payment.
4. The Publisher shall not be liable for failure to publish or distribute all or any part of any issue because of labor disputes, accidents, fires, acts of God, or any other circumstances beyond the Publisher's control. Further, the Publisher shall not be liable for any damages, including consequential damages, if for any reason he fails to publish an advertisement. Publisher's liability, regardless of the form of action, shall not exceed the total amount paid by the advertiser for the advertising in question.
5. All orders are subject to Publisher's acceptance at Dallas, Texas. Publisher reserves the right to reject or cancel any advertising for any reason at any time, including, but not limited to, any advertisement that in the opinion of the Publisher does not conform to the editorial or graphic standards of the publication.
6. All advertisements must be clearly and prominently identified by a trademark and/or signature of the advertiser. The word "Advertisement" shall be printed at either the top or the bottom of advertisements that in the opinion of the Publisher might be confused with editorial pages.
7. No conditions, oral or printed in the contract, insertion order, copy instructions, or elsewhere, which conflict with the Publisher's policies as set forth in or incorporated by reference into this Rate Card, will be binding on the Publisher.
8. All terms and conditions stated under "Private Clubs" heading in Consumer Magazine Advertising Source", published by SRDS (Standard Rate and Data Service) at [www.srds.com](http://www.srds.com), are incorporated by reference into this Rate Card.
9. The advertising agency and the advertiser assume and agree to pay the charges for advertising published at their direction. Bills shall be sent, at Publisher's option, to the agency or advertiser.
10. Publisher reserves the right to cancel the contract at any time upon default by agency and/or advertiser in the payment of bills. In the event of such cancellation, charges for all advertising placed by advertiser and/or its agency shall become immediately due and payable. Furthermore, if there has been any default in the payment of a prior bill or if, in the sole judgment of Publisher, agency's credit becomes impaired, Publisher shall have the right to require payment for further advertising under this contract upon such terms as he or she may see fit.
11. Advertising agencies and advertisers seeking copyright protection must include their copyright notice in their advertisements.
12. No waiver or modification of any of the foregoing shall be binding on the Publisher unless in writing signed by an officer of the magazine.
13. Jurisdiction and venue for any litigation ensuing from advertising placed in Private Clubs shall properly lie in Dallas County, Texas.