

ADVERTISING RATE SHEET

Advertising rates are on a bimonthly basis. Sizes are in pixels. To purchase your advertisement, complete the advertising contract and return to editor@todaysfamilyfun.com along with your ad.

LEADERBOARD AD

\$500 (728 w x 90 h) - On top of every page, rotates with other ads.

SQUARE AD

\$200

(250 w x 250 h)

Sidebar ad on every article, rotates with other ads.

SKY SCRAPER AD

\$300

(120 w x 600 h)

Sidebar ad on every article, rotates with other ads.

EMAIL AD

\$750

(250 w x 250 h)

Highest visibility, sent to 500k subscribers every other month.

Other advertisements

Social Media Placement

Include your logo on the Facebook, Twitter, Pinterest, Google +, Youtube headers for Today's Family Fun. Included is a sponsored social media post twice per month for two months on Twitter and Facebook. \$500.



ARTICLE AD

\$150 (728 w x 90 h) - On bottom of articles, rotates with other ads.

Other Information

In order to ensure that customers are visiting their local skating centers, any advertisement specializing in roller skate sales should not include pricing or links to purchase online. Customers should be instructed to print the advertisement and take to their local roller skating center to inquire about the roller skates mentioned. Ads without these click throughs may include an 8.5 x 11 full page ad on the product. When customer clicks on ad, full page ad will open for them to print.

ADVERTISING CONTRACT

Complete all information below and return to: Today's Family Fun, DBA Roller Skating Association International, 6905 Corporate Drive, Indianapolis, IN 46278 or email to editor@todaysfamilyfun.com Questions? Call 317-347-2626 Ext. 107.

Advertiser/Agency

Company: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Office Phone: _____ Cell Phone: _____ Fax: _____
Email: _____
Website: _____

Ad Types

Select which advertisement you would like to run. Each ad is for a two month run.

Website

- Leaderboard Ad:** \$500 (728 w x 90 h) - On top of every page, rotates with other ads.
 Square Ad: \$200 (250 w x 250 h) - Sidebar ad on every article, rotates with other ads.
 Article Ad: \$150 (728 w x 90 h) - On the bottom of articles, rotates with other ads.
 Skyscraper Ad: \$300 (120 w x 600 h) - Sidebar ad on every article, rotates with other ads.

Email

- Email Ad:** \$750 (250 w x 250 h) - Highest visibility, sent to 500k subscribers every other month.

Social Media

- Social Media Placement:** \$500 - Logo posted on Facebook, Twitter, Pinterest, Google+, Youtube headers and sponsored social media post twice per month for two months on Twitter and Facebook.

Advertising Categories

If your website ad is specific to a certain category, please let us know so that we may target your ad, if applicable.
Categories: _____

Advertising Length

Select which period you would like to advertise. If ad begins mid-month, it will extend into following month.

Issue: Jan/Feb Mar/Apr May/Jun Jul/Aug Sept/Oct Nov/Dec

Payment Information & Agreement

Payment Type: Credit Card (3% transaction fee) Check Invoice/PO (billed in full) Cash

Name on Credit Card: _____
Billing Address: _____
City: _____ State: _____ Zip Code: _____
Credit Card Number: _____
Expiration Date: _____ Security Code: _____ Total Contract Cost: \$ _____

By signing this contract, you agree to all terms and conditions and guidelines of this advertising contract.

Signature: _____ Date: _____

ADVERTISING TERMS AND CONDITIONS

The below advertising terms apply to all advertising within Today's Family Fun Magazine dba Roller Skating Association (RSA). By signing an advertising contract, you agree to all terms listed below.

ADVERTISING POLICY:

1. The Editor, Executive Director or other representative may:

- a. Refuse, discontinue or revise any advertising the Advertising Manager deems inappropriate for publication;
- b. Refuse or discontinue advertising from any advertiser who is not current in the payment of dues owed to (RSA) or other amounts due to (RSA) for any other reason;
- c. Require additional information regarding financial condition and business character from the advertiser before allowing publication; and
- d. Require the word "paid advertisement" within or adjacent to all advertisements which, in the opinion of (RSA), resemble editorial matter. Location of words "paid advertisement" will be placed at the discretion of (RSA).

2. The advertiser will indemnify, defend and hold harmless (RSA), it's employees and agents from any claim and all loss, expense or liability arising out of the publication of any advertisement.

3. (RSA) does not assume liability for errors or omissions in advertisements. Additionally, (RSA) assumes no liability if it becomes necessary to omit an advertisement for any reason. (RSA) is not responsible for errors in advertisements including key numbers, color matching, size adjustments, etc. Failure to make the Advertising Contract correspond in price is regarded only as a clerical error and publication is made and charged for upon the terms of the contract and schedule in force without further notice.

4. The space available for advertising in any (RSA) media outlet is limited. The advertising priority:

- a. Advertisers party to long-term Advertising Contracts - (RSA) will allocate priority based on the duration of the contract and the date (RSA) accepts the contract.
- b. Contributors of articles accepted for publication.
- c. All other advertisers on a "first-come, first-served" basis.

5. The Editor or other representative of (RSA) on behalf of the (RSA) may refer complaints regarding advertisers or other notice of advertiser activities adverse to the purposes of (RSA) to (RSA) Executive Director for action.

6. Advertisers may appeal decisions of the Editor to the (RSA) Executive Director.

OTHER ADVERTISING TERMS

The execution of an order is construed as acceptance by parties of all rates and conditions under which advertising is sold at the time, be it on (RSA) paperwork or Advertiser/Advertising Agency paperwork.

RELEASE: All advertisements are accepted and published by (RSA) on the representation that the Advertiser and/or Advertising Agency are properly authorized to use the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living 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 of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained herein. It is understood that the Advertiser and/or Advertising Agency will indemnify and hold (RSA), volunteers, employees and contractors, harmless from any and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to (RSA) approval before execution of the contract/order; and the right is reserved to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to the public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by (RSA), the advertising already run shall be paid for or billed at the rate provided on Advertising Contract.

PAYMENT: Advertisements must be prepaid for one year to establish credit history. After one year of positive credit history, client may be invoiced. Net 30 days.

COLOR: Exact color match cannot be guaranteed by (RSA) and will not be refunded.

PAST DUE: A carrying charge of 1.5 percent (1.5%) of total advertisement cost per month will be imposed on all advertising invoices not paid within 30 days. (RSA) reserves the right to hold the Advertising Agency and/or Advertiser jointly and severally responsible for monies due and payable to (RSA). The Advertising Agency agrees that it is acting for its disclosed principal, the Client, and, as such, binds itself and the Client to the terms and conditions of the Advertising Contract and Advertising Agreement. Agency shall be liable for payment of sums due hereunder. (RSA) may look to either Advertising Agency or Advertiser for payment. Payment by Advertiser to Advertising Agency does not alleviate obligation of Advertiser to (RSA) for payment in full.

ADVERTISING AGENCY DISCOUNTS: Final total is net and any additional commissions charged to the advertiser must be done on behalf of the acting agency. (RSA) is not responsible for billing at gross costs which may include agency fees. Any agreed upon Advertising Agency discount between Agency and (RSA) will be available only to recognized advertising agencies submitting camera-ready artwork, provided payment is received within 30 days of invoice date. No advertising agency discount, in these instances, will be allowed if additional art or production work is performed by (RSA), payment is not made within 30 days, or advertisements are not placed through an advertising agency.

CANCELLATIONS: Neither the Advertiser nor its Advertising Agency may cancel an insertion date has begun.

CONTRACT AMENDMENTS: Verbal agreements or instructions are not recognizable amendments to the Advertising Contract.

NON-CANCELLATION: The parties agree that this contract may not be canceled and is an exclusive statement of the terms of the full agreement between both parties. No provisions of this contract can be waived or amended except by writing signed by the both Advertiser and (RSA).

ADVERTISING COPY: Submission of advertising copy is the sole responsibility of the Advertiser. If advertiser does not supply new ad copy by the published advertising closing dates, it is agreed that (RSA) will print Advertiser's previously run advertising art on file. If no previous advertising art is available to (RSA), no ad will be run and the Advertiser will be liable for the full cost of the contracted space not used and the space will be allocated at the discretion of (RSA).

DELAYS: (RSA) is not liable for delays in publication, printing, delivery and/or non-delivery in the event of an act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, RSA staff shortage, gross printer error, or any condition beyond the control of (RSA) affecting production or delivery in any manner.

ADDITIONAL CHARGES: All production costs incurred, including alterations or necessary repairs to printing material, will be billed over and above space charges. 3% fee on all credit card purchases.

HEADINGS: The captions, numbers and headings appearing herein are inserted only as a matter of convenience and do not limit or expand the context of their respective paragraphs.

GUARANTEE OF PAYMENT: By signing this Advertising Contract, he or she is authorized to purchase and personally guarantees full payment of the Advertising Contract. The cost and size of each ad will be in strict accordance with the Advertising Contract.

SKATE SALES: In order to ensure that customers are visiting their local skating centers, any advertisement specializing in roller skate sales should not include pricing or links to purchase online. Customers should be instructed to print the advertisement and take to their local roller skating center to inquire about the skates.