

## 2007 National Rate Card

### Advertising Rates (Gross)

| Four Color | 1x       | 3x       | 6x       |
|------------|----------|----------|----------|
| Full page  | \$32,820 | \$32,165 | \$31,835 |
| 2/3 page   | \$25,290 | \$24,785 | \$24,530 |
| 1/2 page   | \$19,690 | \$19,295 | \$19,100 |
| 1/3 page   | \$13,755 | \$13,480 | \$13,340 |

| Two Color | 1x       | 3x       | 6x       |
|-----------|----------|----------|----------|
| Full page | \$27,895 | \$27,335 | \$27,060 |
| 2/3 page  | \$21,490 | \$21,060 | \$20,845 |
| 1/2 page  | \$16,735 | \$16,400 | \$16,235 |
| 1/3 page  | \$11,690 | \$11,455 | \$11,340 |

| Black/White | 1x       | 3x       | 6x       |
|-------------|----------|----------|----------|
| Full page   | \$24,615 | \$24,125 | \$23,875 |
| 2/3 page    | \$18,965 | \$18,585 | \$18,395 |
| 1/2 page    | \$14,770 | \$14,475 | \$14,325 |
| 1/3 page    | \$10,315 | \$10,110 | \$10,005 |

| Covers  |          |
|---------|----------|
| Cover 2 | \$39,385 |
| Cover 3 | \$36,100 |
| Cover 4 | \$42,665 |

#### Commission:

1. 15% commission is allowed to recognized advertising agencies placing accepted copy and assuming credit risk.

2. Advertising is billed to advertising agencies with credit by the on-sale date of the issue, due and payable 30 days later.

Rates are subject to change.

## Copy and Contract Regulations

- a. The terms and conditions set forth in this rate card shall govern the relationship between Wondertime magazine and the advertiser and/or agency. Unless expressly agreed to in writing by the Publisher, no other terms or conditions appearing in contracts, orders, insertion instructions or otherwise that conflict with the provisions of this rate card shall be binding on Wondertime magazine.
- b. All advertisements are accepted and published by the Publisher entirely on the representation that the agency and/or advertiser are duly authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or agency, jointly and severally, will indemnify and save harmless Wondertime magazine, its officers and employees, from any loss, liability or expense (including reasonable attorneys' fees) incurred as a result of any claim, proceeding or suit for libel, violation of the right of privacy or publicity, plagiarism, copyright infringement and any other claim or suit, based on the contents or subject matter of such advertisements.
- c. Wondertime magazine reserves the right to reject or cancel any advertising. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, can be confused for editorial pages, will be marked "Advertisement." Acceptance of an advertisement for publication does not guarantee that it will be published in issues circulated in foreign countries.
- d. The liability of Wondertime magazine for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the space ordered or occupied by the error. The Publisher will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. Wondertime magazine specifically assumes no responsibility for errors in key numbers. Wondertime magazine shall not be subject to any liability whatsoever for any failure to print, publish or circulate any issue or issues or parts thereof, or otherwise fulfill an order, occasioned because of accidents, fires, strikes, work stoppages or other circumstances beyond Wondertime magazine's control. Unintentional or inadvertent failure of Wondertime magazine to print, publish or circulate advertising shall not be considered a breach of the advertising contract.
- e. All rates and units of space are subject to change without notice.
- f. The Publisher is not responsible for the errors or omissions in, or the production quality of, furnished inserts. A facsimile of any furnished insert must be supplied to the Publisher prior to printing of the insert. The advertiser and/or advertising agency shall be responsible for any additional charges incurred by the Publisher arising out of the advertiser's and/or agency's failure to deliver furnished inserts pursuant to Wondertime magazine's specifications. In the event that the Publisher is unable to publish the furnished inserts as a result of such failure to comply, the advertiser and/or agency shall remain liable for the space cost of such inserts. It is the advertiser's responsibility to insure that all inserts and other advertising comply with the U.S. Postal Regulations and other applicable Federal and State laws and regulations.
- g. All restrictions, including but not limited to, positioning, separations, facings, editorial adjacencies or other stipulations, are at the sole discretion of the Publisher. Fixed position orders are acceptable only for covers. The Publisher makes no guarantee that advertisements will not face subscription cards or be backed by coupons.
- h. Orders for specific units of space and specific date of insertion are necessary.
- i. Orders which contain incorrect rates or conditions will be inserted and charged for at the regular schedule of rates, and such errors will be regarded as clerical.
- j. Cancellation of any portion of a contract nullifies rate and/or position protection for the remainder of that contract. Cancellations or changes in orders are not accepted after closing date except at the Publisher's discretion.
- k. Rates charged and discounts allowed are subject to short rate or rebate if rates or discounts used differ from space actually used.
- l. The Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- m. 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.