

THE 2006 OFFICIAL E³ SHOW DAILY

The E³ Exhibitor Manuals are in the field and mark the beginning of planning for 2006.

How will your products or services stand out at this year's show?

With thousands of companies vying for attention on the exposition floor, the *Official E³ Show Daily* is the one sure way to get the attention of the entire game industry.

Distribution for the 2006 *Official E³ Show Daily* is excellent, with copies available throughout the LA Convention Center in bins, by hand, on select shuttle bus routes and at all of the major hotels.

This year's *Official E³ Show Daily* will be created by Future US, publishers of the *Official Xbox Magazine*, *PSM: 100% Independent PlayStation 2 Magazine* and *PC Gamer*. Colin Campbell, Editor-in-Chief of Future's trade-focused website Next Generation (www.next-gen.biz) will be editing this year's *Show Daily*.

Campbell's talented team of journalists guarantee to make the 2006 *Official E³ Show Daily* engaging, entertaining and packed with breaking news from around the show floor.

Make sure that you reserve space now for the 2006 *Official E³ Show Daily* – the must-read paper for the game industry's biggest show.

ADVERTISING CONTACT

Bill Kelchner

Publisher

E³ Show Daily

646-723-5409

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EDITORIAL CONTACT

Colin Campbell

Editor-In-Chief

E³ Show Daily

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GENERAL RATES [NET]

	<u>1 Issue</u>	<u>2 Issues</u>	<u>3 Issues</u>
Full page:	\$7,250	\$6,880	\$6,170
1/2 page:	\$3,990	\$3,780	\$3,360
1/3 page:	\$3,050	\$2,940	\$2,630

PREMIUM POSITIONS

Inside Front Cover Spread:	2 x 4-color rate + 25%
Inside Back Cover Spread:	2 x 4-color rate + 20%
Back Cover:	4-color rate + 40%
Center Spread:	2 x 4-color rate + 25%
2nd Spread of Book:	2 x 4-color rate + 15%
3rd Spread of Book:	2 x 4-color rate + 15%
1st RHP of Book:	1 x 4-color rate + 15%
2nd RHP of Book:	1 x 4-color rate + 15%

SPECIAL PRICING

Guaranteed Position:	4-color rate + 10%
Black & White:	4-color rate - 15%
Two Color [process colors only]:	4-color rate - 10%

INSERTS

Specific quotes and specifications on inserts, including printed material, are provided upon request.

ESA MEMBERS ONLY [NET]

	<u>1 Issue</u>	<u>2 Issues</u>	<u>3 Issues</u>
Full page:	\$6,165	\$5,855	\$5,250
1/2 page:	\$3,395	\$3,255	\$2,890
1/3 page:	\$2,625	\$2,470	\$2,210

DISCOUNT TERMS AND CONDITIONS

Advertising rates are determined by the number of pages run and the number of issues run within the *Official E³ Show Daily* contract period of May 10-12th, 2006. It is understood that all contracted rates and individual insertion orders are subject to approval by Future US.



A – Advertisements are accepted upon the representation that Advertiser and its agency have the right to publish the contents thereof. Advertiser is solely responsible for any legal liability arising out of or relating to its advertisements. Advertiser represents and warrants that the use, publication, reproduction, and distribution of its advertisements will not violate any law or any rights of third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, trademark, trade secret, image or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti discrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify and hold Publisher harmless from and against any and all liability, loss, damage, claims, or causes of action, including reasonable attorneys' fees and expenses that may be incurred by Publisher arising out of or related to Advertiser's breach of any of the foregoing representations and warranties. All advertising content relating to video or computer games shall comply with the then-current Entertainment Software Rating Board Advertising Code of Conduct for Teens (i.e., suitable for persons aged 13 years or older).

B – The content of advertisements is subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Positioning of advertisements is at the discretion of the publisher except when a request for a specific preferred position is accepted by the publisher in writing.

C – Cancellations or changes in orders may not be made by the Advertiser or its agency after the space closing date. Covers and preferred position placements are non-cancelable. When change of copy is not received by the closing date, copy run in the previous issue will be inserted.

D – All insertion orders are accepted subject to provision of Publisher's current rate card. Rates are subject to change without notice. While contract frequencies cover the contract year term, rate protection is not implied. Should a change in rate be made, space reserved may be canceled by the Advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or in part by the Advertiser will result in an adjustment of the rate (short rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

E – Publisher shall not be liable for any costs or damages for failure to publish an advertisement for any reason, nor shall Publisher have any liability for errors in key numbers, advertiser index, or in any preparation or correction done by Publisher.

F – In the event advertisements are placed through an agency, Advertiser and agency shall be jointly and severally liable for the payment of fees hereunder.

G – Publisher is not liable for delays in 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, interruptions of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any matter.

H – The word "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.

I – Any advertisement requiring typesetting or preparation by Publisher must be received by space reservation deadline. Ad proofs are shown only on request and are charged. Press proofs cannot be furnished. On written request, Publisher will release negatives to other publications five working days after receipt of instructions and authorization to make a set of duplicate negatives. Duplications and handling/forwarding will be billed at cost.

J – Publisher reserves the right to trim, to re-set, or to change cuts to standard size.

K – No condition other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing in order blanks or copy instruction that conflict with the provision on this rate card.

L – IN NO EVENT SHALL PUBLISHER BE LIABLE TO ADVERTISER FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER BASED ON BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, AND WHETHER OR NOT PUBLISHER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

M – These Terms and Conditions shall be governed and construed in accordance with the laws of the State of California. Along with the Insertion Order and the Rate Card, they represent the entire agreement between the parties with respect to the subject matter hereof and supersede all prior understandings between them. These Terms and Conditions may only be modified, or any rights under it waived, by a written document executed by both parties.

N – As used in this section, the term "Publisher" shall refer to Future US, IN THIS AGREEMENT is made effective as of the last date set forth below, by and between the party signing as the "Advertiser" or "agency" below, and Future US, a California corporation ("Future").



ROB PAGE SPECS – TABLOID SIZE

Full Page	<i>Width</i>	<i>Height</i>
Trim:	10.5"	13.5"
Live:	10"	13"
Bleed:	10.75"	13.75"

Build Spreads as 2 single pages.

1/2 Horizontal	<i>Width</i>	<i>Height</i>
Trim:	10.5"	6.5"
Live:	10"	6"
Bleed:	10.75"	6.75"

1/2 Vertical	<i>Width</i>	<i>Height</i>
Trim:	5"	13.5"
Live:	4.5"	13"
Bleed:	5.25"	13.75"

1/3 Vertical	<i>Width</i>	<i>Height</i>
Trim:	3.5"	13.5"
Live:	3"	13"
Bleed:	3.75"	13.75"

BLEED

Creative matter must continue 1/8" past all trim edges for bleed.

SAFETY

1/4" from page trim. Text or illustrative material not intended to bleed must be kept 1/4" from page trim.

AD MATERIAL DUE

Friday, April 21, 2006

MATERIAL ADDRESS

Future US
Attention: *Official E³ Show Daily* Production
4000 Shoreline Court, Suite 400
South San Francisco, CA, 94080
Phone: 650-872-1642



High resolution PDF/x-1A files with SWOP approved digital contract color proofs output from the same file.

Please send materials to: **Official E³ Show Daily Production**
Future US
4000 Shoreline Court, Suite 400
South San Francisco, CA, 94080
650-872-1642
production@futureus-inc.com
Or call Richie Lesovoy 650-238-2553 with questions.

For more information: www.futureus-inc.com/production

AD SIZES

All files must be created according to the correct size specifications (trim, live area, & bleed dimensions). Contact Bill Kelchner (646-723-5409) for ad sizes. Files will be returned if sized incorrectly.

PROOFS

Proofs of your ad MUST be supplied with your files. SWOP approved color proofs should be sent, as we will not guarantee accurate color if we receive a B&W proof. If ad is sent electronically, a proof must be mailed. Files will not be accepted without a proof!

ELECTRONIC FILE SUBMISSION

Files can be uploaded to our FTP site using an FTP client such as Fetch. Please compress your files (including all support files noted above) using either Stuffit or Zip file format.

Use the following FTP information:

<i>Magazine:</i>	E³ Show Daily
<i>FTP address:</i>	production.futurenetworkusa.com
<i>User name:</i>	e3user
<i>Password:</i>	showtime

ADDITIONAL INFORMATION

- Cover and insert mechanical specifications available upon request.
- Publisher not responsible for color reproduction quality without specified color proof provided for guidance.
- Any additional work involved to complete preparation of the advertisement will be billed to the advertiser.
- Publisher is not responsible for errors in keying resulting from changes to the original supplied ad.
- Proof of creative changes will not be supplied.
- Publisher recommends that if an advertiser requires a change to their file after the material due date, they call to inquire if resubmission is possible, and if possible, submit a new file with the change.
- If the new file is not received in the time deemed by Publisher to be sufficient for processing, the existing ad file will be run.
- Publisher shall not be liable for any changes, claims, damages, or other expenses incurred as a result of incorrect file submission or a damaged file upon receipt.

