

## advertising costs and information

Effective January 1, 2011

### GENERAL:

Monthly Online Subscription Price: .....	\$7.95
Annual Online Subscription Price: .....	\$49.95
2 year Online Subscription Price: .....	\$79.95

### ADVERTISING RATES:

#### RUN-OF-SITE NET CPMS

300x250	\$30.00
300x600	\$60.00
728x90	\$30.00
234x60	\$15.00

#### TARGETED PAGES/SECTIONS NET CPMS

728x90	\$35.00
300x250	\$35.00
300x600	\$65.00
234x60	\$17.00

#### HOMEPAGE NET CPMS\*

300x250	\$50.00
300x600	\$80.00
234x60	\$20.00

#### SPECIAL AD-SERVING PREMIUMS

Geo-targeting.....	15%
Frequency Capping.....	15%
Rich Media.....	Varies

### E-MAIL NEWSLETTER SPONSORSHIP NET COSTS

#### Sips & Tips

728x90, 120x90 and 50 words of text..... \$6,500/issue

#### Video Theater

728x90, 120x90 and 50 words of text..... \$1,500/issue

#### Collecting & Auctions

728x90, 120x90 and 50 words of text..... \$1,500/issue

#### Wine & Healthy Living

728x90, 120x90 and 50 words of text..... \$1,500/issue

### NOTES

- All rates Net
- \$5,000 monthly minimum purchase requirement

### ONLINE CLASSIFIED ADVERTISING RATES

Available upon request.  
Contact Classified Advertising Department.  
Megan Super: msuper@mshanken.com

### MATERIALS DUE:

Materials due a minimum of five business days prior to campaign launch unless otherwise specified.

### ADVERTISING INFORMATION CONTACT:

Megan Super, *Online Advertising Representative*

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**Phone:** 212.481.8610; x 333

**Fax:** 212.684.5424

Melanie Sayed, *New Media Assistant*

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## terms and conditions

- 1.** As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.
- 2.** Insertion Orders are governed by the IAB/AAAA's Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less Version 2.0 with NY in Section 14(d). Additional terms are listed below; In the event of discrepancies, the terms listed herein shall prevail. For a full description of the IAB/AAAA's Terms and Conditions please visit [http://www.iab.net/media/file/standards\\_termsandcond2.pdf](http://www.iab.net/media/file/standards_termsandcond2.pdf)
- 3.** The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustrations.
- 4.** All copy, text, display and illustrations are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising out of such publication.
- 5.** Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all terms and conditions.
- 6.** All rates and ad sizes are subject to change.
- 7.** Orders for specific units of space and dates of insertions are necessary.
- 8.** The Publisher assumes no responsibility for errors in advertisements or campaign delays due to incorrect ads, file sizes or file formats.
- 9.** Conditional orders are not accepted by the Publisher.
- 10.** Cancellation or changes in online orders are not accepted.
- 11.** All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
- 12.** Rates charged and discounts allowed are subject to short rate or rebate at expiration or early termination of the contract period if different from rates or discount earned or space actually used.
- 13.** 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.
- 14.** Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation, or position commitment at any time, for any reason without liability, even though previously acknowledged or accepted.
- 15.** The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
- 16.** Advertiser responsible for creating all ad units.
- 17.** Creative is due a minimum of five business days prior to the start of the campaign unless otherwise specified.
- 18.** All proposals are honored on a first-come, first-served basis only.
- 19.** Any make-goods due to under-delivery will be made in the form of additional impressions only.
- 20.** Prepayment in full is required from all first-time advertisers
- 21.** No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding to the Publisher.