

# 2010 Advertising Rates

GET A DEGREE. GET A JOB. GET AHEAD.



## MilitaryTimesEDGE.COM

### Advertising Rates

Size	National Sales	Special Category
Two Page Spread	\$40,000	\$37,300
Full Page	20,000	18,650
2/3 Page	16,000	14,650
1/2 Page	14,500	13,150
1/3 Page	11,500	10,150
1/6 Page	8,900	7,550
Business Card	2,100	2,100

### Premium Position Rates

Back Cover	\$1,000
All Other Requested Positions	\$600

### Frequency Discount

10x	15%
6x	10%
3x	5%

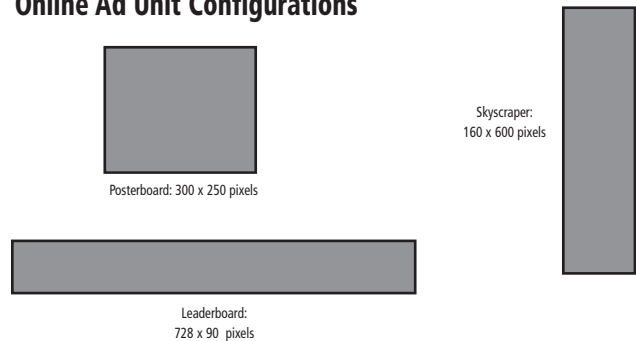
### Premium Positions

Positions	Open Rates (CPM)	Channel Placement	Open Rates (CPM)
<b>Home page Placement</b>		<b>Channel Placement</b>	
Posterboard (300 x 250)	\$24.00	Posterboard (300 x 250)	\$21.00
Leaderboard (728 x 90)	\$20.00	Leaderboard (728 x 90)	17.00
		Skyscraper (160 x 600)	12.00

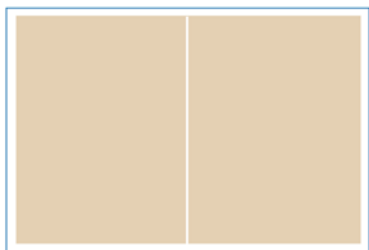
### Run of the Site Ads

Position	Open Rates (CPM)
Posterboard (300 x 250)	\$15.00
Leaderboard (728 x 90)	12.00
Skyscraper (160 x 600)	10.00

### Online Ad Unit Configurations



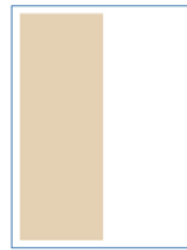
Publication trims to 7.875" x 10.375" (200mm x 26.5mm)



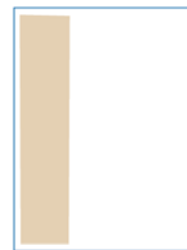
Spread  
14.75" x 10"  
(409.6mm x 276mm)



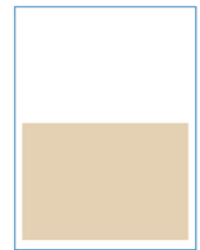
Full Page  
7" x 10"  
Bleed 8.25" x 10.875"  
(210mm x 278mm)



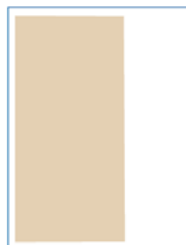
1/2 Page Vertical  
3.375" x 10"  
(85.7mm x 254mm)



1/3 Page Column  
2.25" x 10"  
(57.1mm x 254mm)



1/2 Page Horizontal  
7" x 5"  
(17.8mm x 127mm)



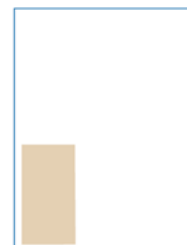
2/3 Page Vertical  
4.625" x 10"  
(117.4mm x 254mm)



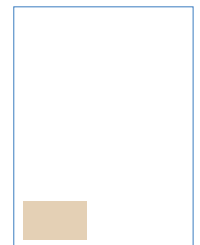
2/3 Page  
7" x 6.7"  
(177.8mm x 169.4mm)



1/3 Page  
4.625" x 5"  
(117.4mm x 127mm)



1/6 Page  
2.25" x 5"  
(57.1mm x 127mm)



Business Card  
3.375" x 2.25"  
(85.725mm x 57.15mm)

**Short-Rating**

If, at the end of Advertiser's contract with the Publications, the Advertiser shall have (a) purchased more or less volume (inches or pages) of advertising than agreed to in the contract or (b) exceeded or fell short of the minimum revenue commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to the Publications current rate schedule, Advertiser's rate for all space used during the contract term shall be reduced or increased to the appropriate rate indicated on said rate schedule, and Advertiser shall pay or receive a [credit/rebate] for the difference.

**Positioning of Advertisements**

Publications shall have full latitude with respect to positioning all advertisements; provided, however, that Publications will use its reasonable efforts to accommodate the Advertiser's positioning requests. Advertisers may specify a specific location for ad placement and if available, position will be granted. Advertiser pays the appropriate position fee. No make goods will be granted for advertising not run in specified positions, however position fees will not be charged if requested position is not granted.

**Incorrect Rates in Order Forms**

When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Publications rate schedule, and in accordance with the conditions contained in Advertiser's contract.

**Broker Advertising**

The Publications deal directly and individually with its local advertisers and does not accept local brokered advertising.

**Publications Rate Card**

The Publications may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rules become effective upon prior written notice to the Publications.

**Right to Edit or Reject**

The Publications may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

**Payment for Advertising**

Advertiser shall pay for the advertising purchased under its contract according to the terms indicated on the Publications invoices, and, in the event that it fails to make timely payment as provided for in the invoices, the Publications may reject advertising copy and/or immediately cancel Advertiser's contract, and Advertiser agrees to indemnify the Publications for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees. If Advertiser's contract is canceled due to Advertiser's failure to make timely payment, the Publications may re-bill the Advertiser for outstanding balance due at the open or earned contract rate, whichever is applicable.

**Typographical Errors; Incorrect Insertions or Omissions**

The Advertiser's contract cannot be invalidated, and the Publications will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.

**Indemnification**

Advertiser agrees to indemnify, defend and hold harmless the Publications from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Publications or any of its affiliates may become liable by reason of Publications publication of Advertiser's advertising.

**Ownership of Advertising Copy**

All advertising copy which represents the creative effort of the Publications and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Publications, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Publications prior written consent.

**Taxes**

In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

**Assignment**

Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency ("Agency"), if any.

**Force Majeure**

All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the Publications, excluding the Advertiser's failure and/or inability to perform.

**Cancellations**

Cancellations can only be made prior to stated ad closing dates. Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by the Publications regardless of the cancellation of Advertiser's advertising.

**Agency Commissions**

Agency commissions, if any, shall be given to recognized advertising agencies only and shall apply to all space charges and adjustments under the advertiser's contract provided agencies supply ready-to-print advertising materials and comply with all printed materials deadlines. Production charges are not agency commissionable.

**Credit Check**

The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and Agency.

**Joint and Several Liability**

If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all terms of the Advertiser's contract, including payment for all advertising.

**No Sequential Liability**

The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the Publications Credit Department. It is further agreed that the Publications do not accept advertising orders or space reservations claiming sequential liability.

**Photo Releases**

Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from your account executive.

**Credits**

Any claim by Advertiser for a credit related to rates incorrectly invoiced or paid must be submitted in writing to the Newspaper within ninety (90) days of the invoice date or the claim will be waived.

**ONLINE Ad Agreements**

are subject to ATPCo's standard terms and conditions. Those terms and conditions may be found at

<http://www.militarytimes.com/advertiser/>

and are available from our sales staff.