

Advertising Insertion Order

RETURN THIS COPY TO FANTASY INDEX MAGAZINES. A signed insertion order **must** be returned by May 6, 2011 for an advertisement to be included.
Mail to *Fantasy Index Magazines*, PO Box 15277, Seattle, WA 98115-0277 or fax to 206-527-4840.

Place my advertisement in the *Fantasy Football Index* 2011 edition. **I have read the contract below, and I understand and agree to all its terms and conditions.** I certify that I am authorized to place advertising on behalf of the organization I represent. I agree to pay for additional charges the publisher incurs on my behalf, **including resizing advertisements submitted at the wrong size**, subject to the terms outlined below. I agree to all terms of this contract without exception, unless granted in writing by *Fantasy Index Magazines*.

Name _____ Signature _____ Date _____

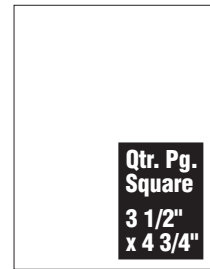
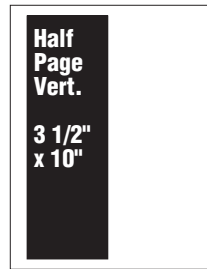
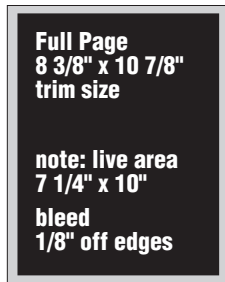
Relationship to Advertiser _____ Business Advertised _____

Street Address (required) _____

Mailing Address _____

City _____ State _____ Zip _____

Daytime Phone () _____ Other Phone () _____ FAX () _____



Size of ad:

Special instructions: _____

Credit Card No. _____ Exp. Date _____

Name (exactly as it appears on card) _____ Security Code* _____

Address (where credit card is billed) _____ City _____ State _____ Zip _____

Amount to be charged \$ _____ Signature _____

* For the majority of credit cards, the security code is the last three digits of the number shown on the signature strip on the reverse side of the credit card. For American Express Cards, the security code is the four digit number shown above the credit card number on the right-hand side of the front of the card.

Terms and Conditions

- Your signature on the insertion order authorizes *Fantasy Football Index* to charge your credit card within 72 hours of the announcement of a labor agreement between the NFL owners and the NFL Players Association – provided that agreement is reached prior to April 30. If you wish to pay by check, your payment is due the third business day after a labor agreement is announced.
- If the players and owners announce a labor agreement after April 30, we may publish a "mini-issue" of *Fantasy Football Index* with the same page count and format, but with a later press date, a shorter on-sale period, a smaller press run, and reduced advertising rates. Advertising rates will be reduced in direct proportion to the reduced number of copies printed. You will be notified of the new rates, and at that time you must submit a revised insertion order within five business days (complete with payment information), or your prior space reservation will be cancelled.
- Advertisements for *Fantasy Football Index* (the Publisher) are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency assume all liability for its content and agree to indemnify and hold *Fantasy Index* harmless against any claim, action, liability, losses and expenses including attorneys' fees resulting from or arising out of the publication of any advertisement submitted by advertiser or its agency.
- All subject matter and content, including form and style, are 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. Acceptance of ad copy by Publisher once shall not affect rights of Publisher later.
- Advertisements not received by our advertising production department by May 6, 2011 will not be entitled to the privilege of O.K. or revision by the advertiser or its agency.
- No cancellations will be accepted after May 6, 2011. Premium positions may not be cancelled at any time.**
- Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged and accepted by the Publisher in writing.
- No conditions other than those set forth in this rate card insertion order shall be binding on the Publisher. Publisher shall not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- Publisher shall have no liability for errors or omissions. Publisher is not liable for output errors – including but not limited to font substitution and typographical errors – in artwork supplied by the advertiser. This contract shall not be invalidated by reason of any omission or error. In no event shall Publisher be liable to advertiser or its agency for incidental, special or consequential damages of any kind (including damages for lost profits).
- Publisher shall not be liable for any costs or damages of any nature whatsoever, if for any reason it fails to publish an advertisement.
- Mechanical production charges incurred on behalf of advertiser or its agency in the preparation of advertising material will be rebilled at net cost.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which was published.