



ADVERTISING CONTRACT AND INSERTION ORDER
Mountain Kids Magazine, LLC Summer 2008 Issue

Advertiser (Company Name/Advertising Agency):
Contact: Title:
Address: City: State: Zip:
Phone: E-mail: Date:

Insertion: [] Summer 2008

- Ad Size: [] Inside Front Cover \$1,265.00 [] Inside Back Cover \$1,265.00 [] Back Cover \$1,485.00
[] Full Page \$900.00 [] 2/3 Page \$715.00 [] 1/2 Page under Calendar \$600.00
[] 1/2 Page \$575.00 [] 1/3 Page Vertical \$385.00 [] 1/3 Page Horizontal \$385.00
[] 1/6 Page \$300.00 [] Business Card \$150.00

Space Reservation Deadline: March 31, 2008

All Advertising is subject to Publisher's approval.

Payment policies: Payment in full or payment arrangements with deposit and signed contract must be completed by April 11, 2008 or ad will not be printed in magazine, nor placed on our website.

Make checks payable to Mountain Kids Magazine, LLC, and mail to P.O. Box 1442, Crested Butte, CO 81224.

Credit cards are accepted. Visa, Master Card, American Express and Discover. Payments may be made in two or three equal installments with deposit of first installment. All cash or check payments due within 90 days of signing contract. Past 90 days will be sent to collections.

Advertisers are financially responsible for any balances on the account if their Advertising Agency fails to pay.

CONTRACT AND COPY GUIDELINES

Ad Approval: Ad approval from advertiser to Mountain Kids Magazine, LLC must be obtained in writing or by e-mail by April 11, 2008. If ad approval has not been obtained after Mountain Kids Magazine, LLC documents three attempts for ad approval, and the ad has been paid for in full prior to April 11, 2008, the ad will be printed without approval and is not subject to a refund. Mountain Kids Magazine, LLC is not held liable for any errors or omissions.

Ad Placement: Ad placement is guaranteed for paid premium positions only.

Indemnity: It is understood that the advertiser agrees to indemnify and protect Mountain Kids Magazine, LLC from any claims or expenses resulting from the unauthorized use of any name, photo, sketch, design or words protected by copyright or registered

trademarks, or labels in connection with the advertising referred to in this order.

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, or any sketch, map, labels, trademark or other copyrighted matter) or advertisements printed, and also assume responsibility for any claims arising there from and made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards.

Advertorials: Advertising simulating editorial content must carry the word "advertisement" in 8-point type at the top of the ad.

Online Ad: Ads will appear in the online version according to placement in the printed layout.

Authorized Signature: Date:

Please sign and return original contract to Mountain Kids Magazine, LLC, P.O. Box 1442, Crested Butte, CO 81224.