

2012 CAREERZONE ADVERTISING RATES

Deadlines

PRINT CAREERZONE

	5 Business Days	2 Weeks+	Blind Box	Typesetting
Cost	\$600 per column inch	\$495 per column inch	\$310	\$95

ONLINE CAREERZONE

	1 Posting
Cost (30 Day Placement)	\$2,500

PRINT & ONLINE COMBO

(print ad runs 5 business days/online ad runs 30 days)

\$5,150 Flat Rate

2 Column inch x 4 inch print ad only

DEADLINES

Print – 1-day lead time for print. Proof and Insertion Order must be signed and approved 1 days ahead.

Online Only – 24 hours after signed IO and text.

Combination Rates

Available to any Customer or General Rate Advertiser who contracts a minimum of six (6) pages in any combination of SourceMedia brands within a given market group.

Inserts

Furnished inserts are billed at black & white space rates plus non-commissionable mechanical charges. Each side page of an insert will count as one (1) insertion toward combination rates or frequency discounts. Call your Advertising Sales Representative if you require further details.

Commission

15% of gross billing to recognized agencies, provided account is paid within 30 days of invoice date.

Cancellation Clause (One week prior in writing)

Cancellation, in writing, permitted only before ad close date. No refunds will be issued on scheduled pages cancelled after the close date. Cancellations on premium positions will not be accepted. All incomplete schedules are subject to a short rate. All prices quoted are contingent upon fulfilling the obligations of the program you select. Any changes in the level of commitment will result in short-rates to the published 2011 rates. Online contracts must be canceled with 30 days with notice in writing.

Payment Terms: Net 30 Days

Payment Remittance Address:

SourceMedia, Inc., PO Box 71633, Chicago, IL 60694-1633

Sales Clause & Disclaimers

SM reserves the right to cancel or reject any advertising at any time, and to add the word "advertisement" at the top of any copy which in SM's opinion simulates editorial matter and might be misleading to the reader.

SM will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth in the rate card.

SM 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 whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any combination beyond the control of SM affecting production or delivery in any matter.

No conditions printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with the publisher's stated policies will be binding on the publisher. SM's liability for any error will not exceed the charge for the advertisement in question. SM assumes no liability, if for any reason it becomes necessary to omit an advertisement. SM also reserves the right to limit the size of space to be occupied by any advertisement.

Requests for specified position at run of position (R.O.P.) rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.

SM reserves the right to hold advertisers and/or their agencies jointly and severally liable for such monies as are due and payable to the SM.

Unless otherwise agreed upon, materials will be picked up from the most recent insertion.