

Advertising Agreement

Company/Organization: _____



Display Ad Size	Advertising Rates
<input type="checkbox"/> Back Cover	\$2,750
<input type="checkbox"/> Front Inside Cover or Inside Back Cover	\$2,530
<input type="checkbox"/> Full Page	\$2,310
<input type="checkbox"/> 1/2 Page	\$1,320
<input type="checkbox"/> 1/4 Page Vertical or Horizontal	\$750
<input type="checkbox"/> 1/8 Page	\$400
<input type="checkbox"/> Colored Name in Listing (Color will be determined by publisher) (Color listing free with Display Ad Purchase)	\$75/category

Mueller Media, Inc.
Gathering Waters Design, Inc.

Placement: Publisher reserves the right to determine placement (location) of any ad within 7 Rivers Recreation Guide unless placement is specifically noted in this contract.

Photography/Scans: Expense of custom photography for use in the design of an ad is the responsibility of Advertiser; Publisher will invoice Advertiser at a rate not to exceed \$75 per custom photo used in finished ad. Professional electronic scanning of photos will be billed to Advertiser at a rate of \$25 per scan when applicable.

Proofs: A final proof will be provided to Advertiser prior to publication. Unless Publisher is negligent in providing a final proof, liability for any errors or omissions is the responsibility of Advertiser.

Payment: Advertisers will be invoiced with payment due per the date and terms indicated on the invoice.

Cancellation Policy: After fulfilling the terms of the contract, Advertiser may cancel by providing 45-day written notice to Publisher at the address shown below.

Failure to Provide Artwork by Ad Copy Deadline (October 31, 2008): While under contract, if Advertiser and/or their representing agency fail to provide or approve acceptable artwork by the ad copy deadline, the Publisher reserves the right to insert a previous advertisement or we will run your business name, address, description from the publication and web address and advertiser will be billed at full rate.

7 Rivers Recreation Guide (Hereinafter "7RRG") is authorized to insert approved advertising on behalf of the company (Hereinafter "Company"). This insertion order constitutes a contract between 7RRG and the Company and/or his agent. Verbal agreements are not recognized. All advertising orders are accepted subject to the terms and provisions of the current rate card. The signing of this order is construed as an acceptance of all of the rates and conditions of this insertion order and the current rate card provided to Company. The Company acknowledges and agrees that 7RRG is not liable for reasonable delays in delivery, and that 7RRG's liability for any error or omission in any advertisement due to 7RRG's negligence will not exceed the cost of the space occupied by the error; and that 7RRG shall not be liable to the Company if, for any reason, it becomes necessary to omit or delete an advertisement. Advertiser agrees to indemnify and hold Publisher harmless from any claims. In the event the account is placed in collection, advertiser agrees to pay attorney fees and collection costs, whether litigation is commenced or not. *The undersigned acknowledges that he/she has read and understands all of the terms and conditions of this agreement and the current rate card, is authorized to act on behalf of the Company, and is signing this agreement on behalf of the Company.*

Please print: Advertiser Representative (Name/Title): _____

Address (City, State and Zip): _____

Mailing Address (if different): _____

Phone: _____ Fax: _____

E-mail: _____ Web Site: _____

Please sign: Company/Organization Rep: _____ Date: _____

7 Rivers Recreation Guide Rep: _____ Date: _____