

SPONSORSHIP AGREEMENT

Advertiser: _____
 Advertiser contact: _____
 Mailing address: _____
 City: _____

State: _____ Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____

Sponsorship Options (per issue, unless noted)		Starting Issue:	Ending Issue:	Cost
Sponsorship Level	Anchor Ads	Bonus Ads	Marketplace Ads	Cost
— Platinum	Back Cover 7-1/4 W x 7-1/4 H	Full Page (7¼ W x 9¼ H) and 1 audio podcast recording or guest editorial.*	1	\$3,059 / issue (\$18,354 / year)
— Platinum	Full Page (7¼ W x 9¼ H)** 15-1/2 W x 9-1/4 H	Full Page (7¼ W x 9¼ H)** and 1 audio podcast recording or guest editorial.*	1	\$3,059 / issue (\$18,354 / year)
— Gold	Inside Front/Back Cover 7-1/4 W x 9-1/4 H	Half Page (3½ W x 9¼ H or 7¼ W x 4½ H) and 1 audio podcast recording or guest editorial.*	1	\$2,396 / issue (\$14,376 / year)
— Silver	Full Page 7-1/4 W x 9-1/4 H	1 audio podcast recording or guest editorial.*	1	\$ 1,999 / issue (\$11,994 / year)
— Bronze	Half Page 3½ W x 9¼ H or 7¼ W x 4½ H	1 audio podcast recording or guest editorial.*	1	\$1,384 / issue (\$8,302 / year)

All Sponsorship Packages Include:	
In Print:	Annual Vendor Spotlight, Product Profile, or Case Study
	Enhanced Advertiser Directory Listing
	Listed as an official sponsor
	Additional display ads are available at the 6 time rate
On line:	Your own Sponsor Page, linking to your Website and other relevant pages on the AnswerStat website
	Dynamic Banner Ads (rotating with the other sponsors) on our six most popular unsold pages
	You own dedicated Banner Ads on your news, literature, and vendor spotlight pages
	Listed as an official sponsor
	Your Product Profile or Case Study article

* one podcast recording can be a vender supplied program, up to 20 minutes, or a recorded interview with Peter DeHaan; alternate editorial column to appear in the issue after the sponsor's Vendor Spotlight, Product Profile, or Case Study. Podcast/column, is subject to AnswerStat approval.
 ** or one 2-page spread (15-1/2 W x 9-1/4 H) instead of two 1-page ads

Payment is due by the date of invoice; late fees and/or collection fees will be assessed and owed on past due balances. Publisher reserves the right to withhold further advertisements on past due accounts. The printed rates on this sheet apply to the ad selected; handwritten prices are void unless expressly approved by the publisher. Agency discounts do not apply. Advertiser is responsible for meeting deadlines, for informing publisher in writing of any change in artwork, and for the full amount of the insertion whether or not space is utilized, as well as for payment of all insertions and contracted amounts. If artwork is not provided by the deadline, a prior ad will be substituted. If the wrong size or type of ad is sent, advertiser will be billed for the contracted amount or for the size or type sent, whichever is greater. Ad space can be cancelled only prior to the space reservation deadline; frequency contracts must be used within 12 consecutive months, but can be cancelled with a 75% penalty for remaining ads. See website for requirements of ad materials and deadlines. Any production charges will be billed to the advertiser. Position of advertisements shall be under the exclusive discretion and control of Publisher. Advertiser assumes all responsibility for ad content, specifically warrants that all photographs and endorsements are covered by valid written consents, and shall indemnify and hold the publisher harmless from liability of any kind whatsoever, resulting from the publication thereof, including reasonable attorney's fees and other associated costs of litigation. Advertiser permits Publisher to make contact by phone, fax, or email regarding this and possible future advertising. I understand that this contract is binding and is valid only when signed and received in the Publishers' office.

Authorized Signature: _____ Title: _____ Date: _____

E-mail Invoice or Charge my credit card: Visa Master Card Amex

Name on Card: _____ Card Number: _____

Address Your Statement is Sent to: _____ Zip: _____

Signature: _____ Expiration Date: _____