

**SPONSORSHIP AGREEMENT**

Advertiser: \_\_\_\_\_  
Advertiser contact: \_\_\_\_\_  
Mailing address: \_\_\_\_\_  
City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Sponsorship Options (per issue, unless noted)		Starting Issue: _____, Ending Issue: _____		
Sponsorship Level	Anchor Ad	Bonus Ad	Marketplace Ads	Cost
— Platinum	Back Cover 7-1/4 W x 7-1/4 H	Full Page 7-1/4 W x 9-1/4 H	2	<b>\$2,999 / issue</b> (\$17,994 / 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	1	<b>\$2,349 / issue</b> (\$14,094/ year)
— Silver	Full Page 7-1/4 W x 9-1/4 H	Quarter Page 3-1/2 W x 4-1/2 H	1	<b>\$ 1,999 / issue</b> (\$11,994 / year)
— Bronze	Half Page 3½ W x 9¼ H or 7¼ W x 4½ H	Quarter Page (3 per year) 3-1/2 W x 4-1/2 H	1	<b>\$1,266 / issue</b> (\$7,594 / year)
<b>All Sponsorship Packages Include:</b>				
In Print:	Annual Vendor Spotlight, Product Profile, or Case Study			
	Enhanced Advertisers 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 Vendor Spotlight, Product Profile, or Case Study			

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. 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: \_\_\_\_\_