Local Media Connection

Display Advertising Terms and Conditions

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All Advertising Insertions are subject to the following Terms and Conditions.

Guaranteed Ad Position Placement
Add 15% to gross rate.

Ad Proof Service
Ad price includes first proof: additional proofs $10 each. Proof changes will be charged at $10 per proof change. Over changes include any revisions to layout, type or art from approved lay- out submitted.

Color Services
Use your own color match or color chips. Changes in color will be charged at cost. Maximum charge $125 per single color per ad publication. Color charges are not subject to discounts.

Color & Position Availability
All positions are at the option of Local Media Connection. In no event will adjustments, reprints or rebates be made because of an error in the position and/or section in which an advertisement has been placed. The Placement will schedule to be placed with position and color requests and other stipulations that appear on insertion orders; but cannot guaran-
tee that they will be followed. Payment of a premium position or color fee does not guaran-
tee positioning or color. In the event that The Connection is unable to provide the requested positioning, the premium position or color fee will be refunded. Sales or cus-
tomer service representatives of Local Media Connection are not authorized to modify this prine or guarantee positioning or color change on behalf of Local Media Connection.

Production Requirements

Client-supplied ads or ad information
We accept digital ads using Adobe Acrobat PDF (with all fonts embedded); or .TIFF, .JPG, or .EPS files. We cannot accept ads in Publisher, Word, Excel, Works or other word processing or spreadsheet program formats. Please e-mail images and files as separate attachments to: ad@localmediaconnection.com.

Name of Company: Publications: Representative’s Name
When submitting text for your ad, you may either attach a Word text file to an e-mail or copy paste your text to an e-mail.

We recommend 200 pixels per inch for photo files that are approximately the size that will be used in the publication. For files such as .JPG which include line art and text, an additional premium of 500-400 pixels per inch at approximately the size image that will be used in the newspaper.

All rates are based on press size. The published size is 93% of press size. Minimum acceptable ad height 3¼”. Ads over 8½”W x 11”H will be charged at the full page rate.

Display Advertising Deadline

Space Reservation: Wednesday of the week prior to publication date, by close of business.

Closing Dates for Submission of Ad Content:
Ads requiring proofs: Thursday of the week prior to publication date, 3 p.m.
Ads not requiring proofs: Friday of the week prior to publication date, 12 noon

Cancellations and Acceptance of Proofs
Any cancellation must be made prior to Friday, 12 noon or Thursday, 12 noon for weeks with holiday cancellations. Cancellation must be 50% of ad charge. Failure to notify Local Media Connection in writing prior to the applicable deadline for cancellation shall result in full payment of the advertising insertion and acceptance of the terms presented herein.

Authorization to Publish
Advertiser shall be deemed to have authorized advertising if it has provided oral or written instructions for insertions unless Local Media Connection has received written notice of a change in the authorization prior to the applicable date for cancellation as provided herein. Local Media Connection will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted or for errors due to delivery of printing materials required for design, publish or deliver the advertising to The Connection past the deadlines provided herein or that the advertiser or advertising agency or from a third party designated by the advertiser or advertising agency as a source for material.

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Late Ads
Accepted after deadline, if accepted for publication, will be charged a 20% premium of the rate on page 1.

Prepay
Minumum amount for cash, check, debit or credit card payment, which is received prior to publication, is available to Advertisers that have no outstanding balance due.

Discounts for Advertising Agencies—
15% for camera-ready artwork to recognized agencies only that provide camera-ready ads. All invoices will be net 30. Agency discounts do not apply to media placement companies.

Payment and Billing Terms:
Bills/Invoices are due upon receipt. Advertisers, including those with camera-ready artwork, shall include a letter with their payment stating that it fulfills prepay requirements. Advertisers are not entitled to any pre-pay discounts provided for on this card. Advertisers are not eligible for Frequency Discounts without an executed Advertising Agreement. In the event of failure of Advertiser to fulfill the conditions for insertions required for Frequency Discounts as described on page 1, the Advertiser will be responsible for payment of any insertions at the rates based on actual fulfillment. If paid, positions for insertions have been reserved at Advertiser’s request, Advertiser will be charged for 50% of the guaranteed placement charges in the event Advertiser cancels or aban-
dons sale due to failure advertising for which a reservation has been made. If payment in full, including any financing and other charges due, is not received within 90 days after the date an invoice is sent for an advertising insertion, Advertiser will not be eligible for Frequency or other discounts. Political advertisements must be paid in advance. Local Media Connection will add a 1.5 percent finance charge per month on all unpaid balances outstanding.

40 days. Local Media Connection reserves the right to amend at any time any bills/invoices or other statements forwarded to Advertiser to include fees or charges, and cor-
rect for any mistakes. Any balances due, in accordance with the previous item, may require any payments made to the oldest invoice or charge such other outstanding charges as it determines.

4. Advertiser is also liable for all legal and court costs and fees of collection agencies and private

Investigators related to collection of such debts and enforcement of this agreement, including filing fees, service of process fees and all related expenses, plus attorneys fees equal to 33½% of the amount finally determined to be due. Advertiser will also be responsible for all costs incurred by Local Media Connection with respect to any claims asserted against Local Media Connection by the Advertiser and/ or third party.

5. Advertiser agrees that any account balances due is not dependent on receipt of teasers, either physical or electronic.

6. Extortion of credit to advertising agencies is based on the agency’s acceptance of sole liability for all advertising placed by them and bailed to their account. No endorsement, statement or disclaimers are to be published in any rate or in any copy other than as an authorized part of the advertisement and/or as a waiver of this condition unless and until it is accepted by Local Media Connection by a separate written endorsement. Endorsement by a Vice President of Local Media Connection. In the event of nonpayment of any agency account, prior to referring said account for third part collecti-
ons, Local Media Connection reserves the right to contact the agency’s client(s), as disclosed principally for payment. If the outstanding balance is still not satisfied, the Connection may proceed with collections against both the agency and its client(s). No action on the part of Local Media Connection and in proportion to the amount of the Advertising Affected. All profits generated from advertising will be personally liable for payment in addition to the party for whom they may be deemed to be an agent unless the party is acting as an agent for an advertiser that has entered into a binding Contracted Advertising Agreement.

Other Conditions
1. Local Media Connection reserves the right to reject or cancel any advertisement at any time with-
out any liability to Advertiser.

2. Local Media Connection does not assume any responsibility for errors in advertisements beyond the cost of the advertising itself. Advertiser accepts the responsibility to check their advertising on the first day after any publication as soon as they are able to obtain a copy and to report errors, including any that they have, as to their authorized advertising agency as an acceptance, or rejection, as a waiver of this condition unless and until it is accepted by Local Media Connection by a separate written endorsement. Endorsement by a Vice President of Local Media Connection. In the event of nonpayment of any agency account, prior to referring said account for third party collecti-
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3. Advertising copy and graphics prepared by Local Media Connection is the property of Local Media Connection which may, but is not obligated to, make available for Advertiser’s use in other publications. Advertiser’s use of any material shall constitute a grant to The Advertiser to retain to Local Media Connection; a charge for any unauthorized use at the Advertising Rate provided for a single advertising insertion of the applicable size in the Alexandria Gazette Packet, runsweek day edition. Local Media Connection reserves the right to use all material in all advertisements into digital and audio-text formats with other Connection products, including the right to publish such advertisement electronically on the Internet.

4. Advertising which might be construed as editorial matter must be labeled as &’Advertising&’.

Local Media Connection reserves the right to add that the advertisement “is an advertisement” to any advertise-
ment which it determines is not clearly designated as an advertisement.

Acceptance of an advertising insertion does not imply any editorial endorsement or other editorial commitment. In keeping with established journalistic ethical standards, editorial content de-
nions are made separately and without regard to advertising content.

5. Advertising is accepted on the premise that the merchandise, services and opportunities offered are accurately described and are available to the public at the advertised price.

6. Advertisers indemnifies and holds Local Media Connection, its officers, employees, and contractors harmless for the contents of any advertising. The Advertiser and any advertising agency, submit their own disclaimer liability for claims including (but not limited to, illustrative illustrations) in advertisements published and also assume responsibility for any claims arising therefrom made against Local Media Connection including cost associated with defending against such a claim.

7. Local Media Connection is not bound by any terms or conditions, printed or otherwise, appearing on material such as copy instructions, terms or order blanks submitted by Advertiser or con-
veyed verbally, whether acknowledged or accepted by any employee of Local Media Connection, unless agreed to in writing by the President of Local Media Connection, which conflict with the terms and conditions set forth in this Agreement.

8. Local Media Connection reserves the right to change rates at any time.

9. Local Media Connection reserves the right to revise at any time rates, terms and conditions and other regulations and policies related in any way to advertising in Local Media Connection products.

10. All transactions are governed by the laws of Virginia and all suits will be resolved in the Court of Fairfax County, Virginia.