

Advertiser _____ Agency _____ Insertion Number _____

Representative _____ Email _____

Address _____ City / State / Zip _____

Phone _____ Fax _____

Customer agrees to purchase advertising in RL Magazine with the following terms and rates as listed at www.rlmagazine.com/MediaKit.pdf:

Issue / Distribution Month (please check all that apply)										
	Spread	Cover	Full Page	2/3 Page Vert.	Half Page	1/3 Page Vert.	1/3 Page Square	1/6 Page Vert.	1/6 Page Hor.	Issue Charges
<input type="checkbox"/> Edition 19 (Feb 10)										
<input type="checkbox"/> Edition 20 (April 10)										
<input type="checkbox"/> Edition 21 (June 10)										
<input type="checkbox"/> Edition 22 (Aug 10)										
<input type="checkbox"/> Edition 23 (Oct 10)										
<input type="checkbox"/> Edition 24 (Dec 10)										
Total Charges									\$ _____	

PUBLISHER'S CONDITIONS

Submission of Materials. Advertiser agrees to supply to publisher all elements of the advertising to be published, including electronic files and color proofs by the "Materials" deadline indicated at the *Reverse Logistics Magazine* Media Kit (rlmagazine.com/MediaKit.pdf). Advertiser understands and agrees that any charges necessary to prepare or modify the advertisement to conform to the size or production specifications listed on the rate card will be added as additional charges to the advertiser.

Publisher's Discretion. Advertisers are permitted to advertise in the magazine at the publisher's discretion and placement is granted at discretion; the publisher reserves the right to refuse or cancel any advertising for any reason at any time. Publisher reserves the right to place the word **ADVERTISEMENT** on any material the publisher believes to resemble or to be confusingly similar to the publication's editorial or article format.

Errors. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Any substantial errors that are the fault of the publisher will be subject to make-good in future issues of the magazine or other RLA advertising channels. Publisher shall not be liable for any consequential damages of any kind if for some reason Magazine does not publish an ad or the ad is published incorrectly. Magazine is not liable for any delivery failure beyond its control.

Indemnity. Advertiser's materials are accepted and published upon the representation that the advertiser has the right to authorize publication of all contents of the advertisement and the representations made therein do not infringe on or damage any third party. Advertiser will indemnify and hold harmless Publisher from all claims and resulting damages, loss, and expense (including reasonable attorneys fees) arising from the publication of the advertiser's material. Claims include, but are not limited to, claims or suits for libel, violation of privacy, plagiarism, and copyright infringement.

Frequency Discounts. Frequency discounts are based on the number of ads placed in the magazine within the year. Advertiser agrees that if the number of runs drops below the number required for the frequency discount, the publisher will adjust the rate of any remaining advertisements to reflect the higher advertising rate (as specified on the *Magazine* advertising Web page) and will bill the advertiser for the difference between the amount paid and the full rate for the number of ads previously run.

Payment Terms. Advertisers must pay for advertising in full before the issue goes to press unless otherwise contractually noted.

Scope of Agreement. These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.

Advertisement Authorized by: _____ Company: _____

Signature: _____ Date: _____

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions.