

CONFIRMATION OF ADVERTISING SPACE ORDER FORM

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RATES EFFECTIVE AUGUST 1, 2008

SINCE 1992

Baby Shop

I hereby confirm our order for advertising space. **I wish to advertise in the following edition(s) of Baby Shop:**

- Spring/Summer '10 Fall/Winter '10 Value Plan (rules on value plan sheet apply)
 Spring/Summer '11 Fall/Winter '11

Pages of Advertising Per Issue:

Cost Per Ad:

_____ Full Page(s) - Color	\$2550
_____ Half Page(s) - Color	\$1550
_____ New & Unique Product Directory - Color*	\$795
* When a Full Page is reserved	FREE

Multiple Page Discounts:

- Two Pages in the same issue - 5% discount
 Four Pages in the same issue - 10% discount

Terms of Payment: Within thirty (30) days of the date of publication
There is a 3% cash discount for payment with order • All rates are NET

A 50% Cancellation Fee will be charged on confirmed orders

Artwork:

- Artwork is enclosed
 Artwork is being sent under separate cover
 Use the same artwork as last issue
 Artwork needs typeset. Please call to discuss artwork

X _____

Signature & Date

Name:

Title:

Name of Business:

Address:

Phone:

Fax:

E-mail:

Free Online Exposure at www.babyshopmagazine.com

(Please refer to the Baby Shop profile for more details.)

- * Your product information will be available on the Product Update Pages until the next issue of Baby Shop is published.
- * Each advertiser's contact information and website will be listed and linked free of charge in the Manufacturers Directory
- * *eBabyShop* is emailed four times a year to retailers who subscribe. All advertisers in *Baby Shop* magazine have the option of submitting product news releases for complimentary inclusion in *eBabyShop*.

Website: _____

Email: _____

Select Product eCatalog

new

My **Select Product eCatalog** will be:

- * Created for my approval based on materials that I provide (copy, logos, pictures, etc.).
 - * Emailed to retailers who have signed up to receive *eBabyShop*, the quarterly companion to *Baby Shop Magazine*.
 - * Accessible from the main page of www.babyshopmagazine.com for a period of six months from the date it is uploaded.
 - * Limited to 12 pages. Additional pages can be created at a charge of \$125 per page.
- YES, I am confirming that I want to have a Select Product eCatalog created with my business. I understand there is a net charge of \$2500 per catalog.

X _____

RATE PROTECTION OPTION

Protect yourself against any rate increases by confirming your participation in future editions now. Mark your choices above.

Payment for each advertisement will be due within 30 days from the date of publication of each edition of *Baby Shop*.