



The EDGE Media Group/Western Media LLC
 11154 Huron Street, Suite 104 • Northglenn, CO 80234
 Toll Free: 866.613.0257 • Phone: 303.255.0843 • Fax: 303.255.0844

2010 ADVERTISING INSERTION ORDER

Ad Type(s) (check all that apply): Display Showcase

Please reserve space in the following issue(s):

- January February March April May June
 July August September October November December

Ad Size: _____ Ad Color: 4-Color B/W

Ad Materials: Pick-up _____ New _____
(name or reference)

Please add special instructions in box below. *(See below for ad terms and mechanical requirements)*

BUSINESS CONTACT INFORMATION

Company Name: _____
 Contact Name/Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____ Website: _____
 Type of Business (check one below): _____ EIN#: _____
 Sole proprietorship Partnership Corporation Other

CREDIT CARD

Required for showcase ads; optional for display ads.

Type of Credit Card (check one): Visa MasterCard American Express PO# (if applicable): _____
 Credit Card Number: _____ Exp. Date: _____

AGREEMENT

- This insertion order confirms that I have authorized the purchase of advertising space in the issue(s) indicated above. I understand that this must be signed and returned before the closing date.
- All invoices are to be paid within 30 days of the invoice date.
- I authorize Western Media LLC to process payment against the above credit card, if provided.
- Cancellation of all ads/contracts requires a 60-day written notice.

Signature: _____ Date: _____

(To be completed by The EDGE Media Group)

Gross Price: _____

Agency Disc: _____

Net Price: _____

Terms

Effective Rate Date: January 2010 for all advertisements.

Frequency: 12 times per year, 1st of each month.

Commissions and Discounts: Recognized agency commission is 15 percent of gross billing on space, provided the account is paid within 30 days of invoice date. After 30 days, gross billing is due in full. Mechanical preparation charges, showcase ads, calendar ads, classified ads, and inserts are non-commissionable. **(Contracts MUST be signed to receive any discounts and may not be cancelled without a 60-day written notice to the publisher prior to the closing date.)**

Payment Requirements: 30 days net from invoice date. 1.5 percent interest per month on past due accounts. Advertiser is responsible for any delinquent payments by recognized agencies.

Extensions: If an extension date for material is agreed upon and material is not received, the advertiser will be charged for space reserved and the most recent ad of the same size placed by the advertiser will be picked up to fill the space.

Cancellations: All cancellations must be made in writing 60 days prior to the closing date. If an ad is canceled for any reason, the publisher reserves the right to repeat a prior ad at the contracted rate. If an advertiser has not previously run an advertisement, the advertiser will be charged the contracted rate for a non-run ad.

Positions and Changes: *The O&P EDGE* will make every attempt to honor ad position requests but reserves the right to adjust positions should layout or production conflicts arise. Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.

Mechanical Requirements

Digital File Requirements: *The O&P EDGE* is produced in Adobe InDesign; however, files from QuarkXPress, Adobe Illustrator, and Adobe Photoshop are also accepted. Include all fonts (both screen and printer fonts) and all linked image files with the source documents. Images must be SWOP (CMYK or gray scale) 300 dpi.

Ad files may be saved as JPEG, TIFF, or EPS files or exported as high/press-resolution PDF files if all fonts and images are embedded. Instructions for creating PDF files from standard software applications compliant with our printer are available upon request.

Proof: All digital files must be submitted with either a black-and-white or color proof as appropriate. PDF files may also be used as a proof. **(*The O&P EDGE* will not be held responsible for output errors without a proof.)**

Specifications: *The O&P EDGE* is saddle-stitched and printed on 60–80# coated paper stock direct-to-plate on a full-web press with 150-line screen in 4-color. **The trim size is 8.25" x 10.875". Bleeds of .25" are required by printer. Keep text inside live area (inside trim by .25" on all sides).**

Delivery Instructions: Ad files may be e-mailed or placed on our ftp site:

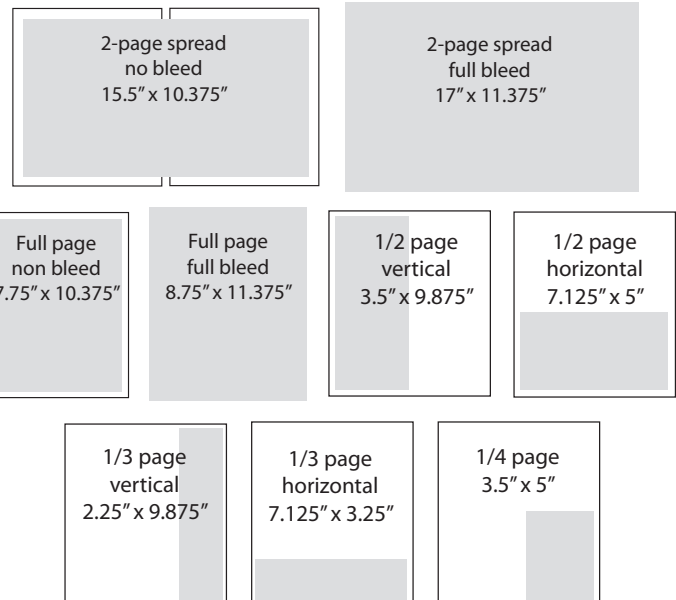
ftp.westernmediallc.com
user name: advertiser
password: upload

Questions and ad materials should be sent to:

Becky Seely, Director of Sales
E-mail: becky@opedge.com
Phone: 866.613.0257/303.255.0843

Ad Sizes	No Bleed	Full Bleed
2-page spread	15.5" x 10.375"	17" x 11.375"
Full page	7.75" x 10.375"	8.75" x 11.375"
1/2 page horizontal	7.125" x 5"	
1/2 page vertical	3.5" x 9.875"	
1/3 page horizontal	7.125" x 3.25"	
1/3 page vertical	2.25" x 9.875"	
1/4 page	3.5" x 5"	

The trim size is 8.25" x 10.875".



Closing Dates

Issue Date	Meeting	Circulation	Deadlines Showcase/Display
January	Pac Rim '10		12/04 12/08
February	Hanger Ed Fair, PrimeFare West		12/31 1/05
March	Academy Annual Meeting		1/29 2/02
April			3/05 3/09
May	ISPO/Orthopädie+Reha-Technik		4/02 4/06
June	ACPOC Annual Meeting, PrimeFare East		4/30 5/05
July			6/04 6/08
August			7/02 7/07
September			8/06 8/11
October	AOPA Nat'l Assembly, CAF Triathlon		9/01 9/03
November	PFA Annual Symposium		9/28 10/05
December	DS/USA The Hartford Ski Spectacular		10/29 11/03