

Contact: Tracy Urso, Advertising Manager · T: 813.926.0596 · F: 813.920.8311 · E-mail: Advertising@WestchaseWOW.com

THIS AGREEMENT, executed on _____ (date), between World of Westchase, Inc. and _____ (hereinafter "ADVERTISER"), establishes advertising space commitments and insertion frequencies for ADVERTISER, and rates for such publication in the World of Westchase newsmagazine (hereinafter "WOW").

1 MONTHLY MAGAZINE

ADVERTISER hereby reserves the following ad space or insert, with one (1) business directory listing included [check all applicable] in the monthly magazine:

- Full Page Ad
- 1/3-page Horizontal Ad
- 1/3-page Vertical Ad
- 1/6-page Horizontal Ad
- 1/8-page (Business Card) Ad
- 8.5 x 11 Insert* (see req's below)
- Wrapper
- Half Page Ad
- 1/3-page Square Ad
- 1/4-page Ad
- 1/6-page Vertical Ad
- 1/12-page Ad
- Up Front Ad

For insertion in the following edition(s) of the WOW [check all applicable box(es)]:

— 2012 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
— 2013 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC

ADVERTISER requests _____ [#] business directory listings at \$5 per listing in the monthly edition.

Category/Categories: _____

2 ANNUAL DIRECTORY

ADVERTISER hereby reserves the following ad space [check all applicable] in the annual Resident & Business Directory:

- Full Page Ad
- 1/3-page Horizontal Ad
- 1/3-page Vertical Ad
- 1/6-page Horizontal Ad
- 1/12-page Ad
- 4-Line listing
- Half Page Ad
- 1/3-page Square Ad
- 1/6-page Vertical Ad
- Banner Ad
- 6-Line listing

3 BUSINESS CLASSIFIED

ADVERTISER hereby reserves business classified space in the [check all applicable box(es)]:

- Printed Magazine Edition
- Online Edition

For the following editions of the monthly WOW [check all applicable box(es)]:

— 2012 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
— 2013 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC

4 WEBSITE

ADVERTISER hereby reserves the following ad space [check all applicable] on WOW Online:

- Premium Website Ads
- Calendar Listing
- Business Directory Listing

For the following editions of the monthly WOW [check all applicable box(es)]:

— 2012 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
— 2013 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC

5 SPECIAL EDITIONS

ADVERTISER hereby reserves the following ad size (indicate size) in the special edition(s) below:

- Full Page Ad
- 1/3-page Square Ad
- Half Page Ad

In the following special edition of the magazine:

- Wellness & Fitness (Jan.)
- Summer Camps (Apr.)
- Private Schools (Oct.)
- Real Estate (Mar.)
- Restaurants (Sept.)
- Menu Guide

6 WOW AGREES TO PUBLISH ADVERTISING MATERIAL FOR...

Monthly Magazine Ad (per issue*)\$ _____

Website/Additional Listing/Other\$ _____

Business Classified (per issue*)\$ _____

MONTHLY MAGAZINE & WEB TOTAL: \$ _____

Annual Directory Ad\$ _____

Annual Directory Line Listing (per 4- or 6-line)\$ _____

TOTAL ANNUAL:\$ _____

Special Edition (Issue: _____)\$ _____

Special Edition (Issue: _____)\$ _____

TOTAL SPECIAL EDITION:\$ _____

Please refer to the WOW Rate Card for price, sizing and ad requirements

7 PLEASE READ THE FINE PRINT

Reservation of advertising space constitutes a contract between ADVERTISER and World of Westchase, Inc.

ADVERTISER agrees to provide material suitable for publication to WOW on or before the 5th day of each month for the following month's publication. A 1% late fee will be assessed on your account for any balance over 30 days old. WOW's Advertising Director reserves the right to approve or reject all advertising. Such rejection shall not be construed as a breach of contract. Advertising may not be BROKERED, i.e. one advertiser selling or providing a portion of its space in the newsmagazine to another person or entity. If the WOW Advertising Director agrees to accept material after this advertising deadline, a 10% late fee may be applied to the monthly rate listed herein, at the WOW's discretion. ADVERTISER further agrees to provide payment in the form of a credit card or check (with credit card backup) at time of submission of materials unless otherwise arranged at the discretion of the WOW

Advertising Director. Lack of timely payment for reserved advertising space will result in the ad NOT running in the WOW. Prepayment is required on a per-issue, ongoing basis; 6- and 12-month frequency advertisers do not need to pay upfront for all issues reserved.

Additional charges may be incurred for color and for creative services, i.e., reconstruction/setup/typesetting/scanning/photo retouching/etc. that may be necessary to ensure quality reproduction in WOW. WOW is authorized to repeat publication of previous advertising materials in the absence of changes received by WOW by the 5th day of each month for the following month's publication.

Failure to complete the ad reservation requirements of this agreement by ADVERTISER shall result in the imposition of a short rate penalty equal to 10% of the gross billings for ads actually published. ADVERTISER is responsible for any fees and costs necessary for collection on a delinquent balance, including court costs

and attorney fees. WOW is not responsible for any costs incurred by ADVERTISER as a result of, by way of example and not limitation, acts of God, natural disasters, war or any other events or occurrences beyond WOW's control. ADVERTISER agrees to hold harmless World of Westchase, Inc., its Board and its independent contractors from any costs or expenses incurred by ADVERTISER, and agrees that any request for compensation shall be limited solely to costs incurred in the preparation of advertising material, based solely upon WOW's mistake or error.

AD DESIGN SERVICES NOTICE: Due to possible licensing restrictions, advertisements designed by the World of Westchase are not authorized for use in printed or electronic media outside of the World of Westchase magazine or its associated publications without prior written permission. Please contact the advertising director for additional contract, pricing and licensing information.

*INSERT ADVERTISERS: This form must be returned to WOW Advertising Direc-

tor with payment information (credit card) or check by the 15th of month prior to publication. Changes to previous reservations must be received by the 15th of each month or billing will occur. Once this form is received, the business or individual listed above will be charged the amount indicated above for each month reserved, whether or not sufficient copies of the insert/flier are received by Express Press (or to another entity as the WOW may direct) by the monthly deadline. It is the sole responsibility of the advertiser to ensure that 3,700 copies of the flier/insert are delivered to Express Press by the monthly deadline (usually the 20th of each month) for inclusion in the magazine. DELIVERY of 3,700 copies of inserts/fliers MUST BE MADE TO: Express Press, 1313 N. Howard Ave., Tampa, FL 33607. CONTACT: Steve Backhaus, (813) 884-3310. Copies MUST be 8.5 x 11 inches, flat sheet, non-gloss paper. They may be printed in color and on both sides. Coupons are acceptable. All non-conforming inserts/fliers may be rejected or subject to a minimum \$160 hand-drop fee at the sole discretion of the WOW.

8 CONTACT AND PAYMENT INFORMATION

A credit card number is required for reservation of all advertising space. If payment by check is desired, a credit card number is still required for security purposes and will be charged if check is not received by the 10th of each month or if a check is returned for insufficient funds.

Contact Name: _____
 Billing Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: (_____) _____ - _____
 E-mail: _____
 Authorized Signature: _____

Credit Card # _____ - _____ - _____
 CVV# _____ Expir.: _____ / _____ Billing ZIP: _____
 CC Billing Add.: _____
 Cardholder Name: _____
 Cardholder Signature: _____