

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
- Half Page Ad
- 1/3-page Vertical Ad
- 1/4-page Ad
- 1/6-page Vertical Ad
- 8.5 x 11 Insert* (see req's below)
- Up Front Ad
- 2/3 Page Ad
- 1/3-page Horizontal Ad
- 1/3-page Square Ad
- 1/6-page Horizontal Ad
- 1/8-page (Bus. Card) Ad
- Wrapper

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

— 2017 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
— 2018 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC

ADVERTISER requests _____ [#] business directory listings at \$7 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
- Half Page Ad
- 1/3-page Vertical Ad
- 1/6-page Horizontal Ad
- 1/12-page Ad
- 6-Line listing
- 2/3 Page Ad
- 1/3-page Horizontal Ad
- 1/3-page Square Ad
- 1/6-page Vertical Ad
- Banner Ad
- 4-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)]:

— 2017 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
— 2018 —											
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)]:

— 2017 —											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
— 2018 —											
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
- 2/3-page
- Half Page
- 1/3-page Square

In the following special edition of the magazine:

- Wellness & Fitness (Jan.)
- Real Estate (Mar.)
- Private Schools (Oct.)
- Home Improv. (Feb.)
- Summer Camps (Apr.)
- Restaurants (Sept.)

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:.....\$ _____

Due to a possible significant expansion of its delivery area, WOW reserves the right to increase the listed monthly rate related to its increase in circulation to cover its expansion costs if/when the expansion occurs during this contract. If for any reason the WOW chooses, in its sole discretion, to terminate any such expansion and return to its normal Westchase specific delivery area, the rate for the remainder of the term of this contract will be the then-current WOW advertising rate (see WOW Advertising Manager for rates). Advertiser will be notified prior to such rate change and may cancel the contract without penalty within its first month. Subject to advertiser's right to cancel upon either of these rate changes, by signing this Advertising Insertion Order Advertiser agrees to pay such rates for the remaining term of this Agreement.

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 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 remaining contract total. 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 contact, pricing and licensing information.

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

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 5,700 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 5,700 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 \$219 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: _____