

reservation contract

AD SPACE RESERVATIONS

| Color | 1x | 3x* | 6x* |
|-----------------------------|----------------------------------|----------------------------------|----------------------------------|
| Front cover + advertorial | <input type="checkbox"/> \$2,550 | <input type="checkbox"/> \$2,550 | <input type="checkbox"/> \$2,550 |
| Back cover | <input type="checkbox"/> \$1,950 | <input type="checkbox"/> \$1,750 | <input type="checkbox"/> \$1,650 |
| Inside front cover | <input type="checkbox"/> \$1,900 | <input type="checkbox"/> \$1,700 | <input type="checkbox"/> \$1,600 |
| Inside back cover | <input type="checkbox"/> \$1,850 | <input type="checkbox"/> \$1,650 | <input type="checkbox"/> \$1,550 |
| Page 1 | <input type="checkbox"/> \$1,750 | <input type="checkbox"/> \$1,550 | <input type="checkbox"/> \$1,450 |
| Full page opposite | | | |
| Table of Contents | <input type="checkbox"/> \$1,675 | <input type="checkbox"/> \$1,475 | <input type="checkbox"/> \$1,375 |
| Full page opposite | | | |
| Table of Columns | <input type="checkbox"/> \$1,650 | <input type="checkbox"/> \$1,450 | <input type="checkbox"/> \$1,350 |
| Full page opposite | | | |
| Promotional Calendar Ideas | <input type="checkbox"/> \$1,625 | <input type="checkbox"/> \$1,425 | <input type="checkbox"/> \$1,325 |
| Full page | <input type="checkbox"/> \$1,525 | <input type="checkbox"/> \$1,325 | <input type="checkbox"/> \$1,250 |
| 1/2 page island | <input type="checkbox"/> \$975 | <input type="checkbox"/> \$850 | <input type="checkbox"/> \$800 |
| 1/2 page horz. or vert. | <input type="checkbox"/> \$875 | <input type="checkbox"/> \$775 | <input type="checkbox"/> \$725 |
| 1/4 page | <input type="checkbox"/> \$550 | <input type="checkbox"/> \$475 | <input type="checkbox"/> \$450 |
| Product Showcase - 1/6 page | na | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$350 |

Black/White

| | | | |
|-----------------------------|--------------------------------|--------------------------------|--------------------------------|
| Full page | <input type="checkbox"/> \$725 | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$675 |
| 1/2 page horz. or vert. | <input type="checkbox"/> \$475 | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$425 |
| 1/4 page | <input type="checkbox"/> \$300 | <input type="checkbox"/> \$275 | <input type="checkbox"/> \$250 |
| Product Showcase - 1/6 page | na | <input type="checkbox"/> \$225 | <input type="checkbox"/> \$200 |

*Ad Runs must be consecutive to qualify for the discounted rate.

| ISSUE # | PUBLISH/MAIL DATES | RESERVATION DEADLINE | AD MATERIALS DUE | EDITORIAL DUE |
|-----------------------------|--------------------|----------------------|------------------|---------------|
| <input type="checkbox"/> 85 | December 2011 | Oct. 10, 2011 | Oct. 21, 2011 | Sept. 1, 2011 |
| <input type="checkbox"/> 86 | February 2012 | Dec. 9, 2011 | Dec. 19, 2011 | Nov. 1, 2011 |
| <input type="checkbox"/> 87 | April 2012 ** | Feb. 10, 2012 | Feb. 20, 2012 | Jan. 2, 2012 |
| <input type="checkbox"/> 88 | June 2012 | April 10, 2012 | April 20, 2012 | Mar. 1, 2012 |
| <input type="checkbox"/> 89 | August 2012 | June 11, 2012 | June 20, 2012 | May 1, 2012 |
| <input type="checkbox"/> 90 | October 2012 ** | Aug. 10, 2012 | Aug. 20, 2012 | July 2, 2012 |
| <input type="checkbox"/> 91 | December 2012 | Oct. 10, 2012 | Oct. 22, 2012 | Sept. 1, 2012 |
| <input type="checkbox"/> 92 | February 2013 | Dec. 10, 2012 | Dec. 20, 2012 | Nov. 1, 2012 |

**Bonus distribution Quilt Market issues

Mail or fax this reservation contract to:

The Fabric Shop Network, Inc.
 P.O. Box 820128
 Vancouver WA 98682-0003
 (360) 892-6500
 (360) 892-6700 fax
 laurie.harsh@fabshopnet.com

See page 6 for ad submission information.

ADVERTISER INFORMATION

PLEASE PRINT CLEARLY

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Email _____

Ad Agency Contact Information:

AD INSERTION COST

\$ _____ Add up selection from the left

\$ _____ Add \$30 for camera ready art

\$ _____ Add \$15 for art scan or \$40 for cover scan

\$ _____ TOTAL DUE

Payment: Check Bill Me
 Visa MasterCard

Credit Card # _____

Card Exp. date _____ CCV# _____

Signature: _____

AGREEMENT

I agree to the terms and provisions stated on page 8, and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

Authorized Signature _____

Title _____

Date _____

The fabric shop network
 Inc. ...the trade organization for independent quilt and fabric retailers.

MEDIA KIT 2012

www.fabshopnet.com • www.fabshop.com • (360) 892-6500 • FAX (360) 892-6700 7

FabShop News Magazine

reservation contract

ADVERTISING TERMS & PROVISIONS

- A. Rate Card #2012-A effective with August 2011 issue.
- B. Cancellations/changes will not be accepted by the publisher after the closing date.
- C. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher.
- D. Front and back covers are non-cancellable at all times.
- E. All payments are nonrefundable.
- F. Prepayment is required for all first-time advertisers. Thereafter, the advertiser can set up an account with *FabShop News* (FSN).
- G. Unless otherwise indicated, all payments are due upon receipt of invoice. Payments received later than thirty (30) days after invoice shall be subject to annual interest at the rate of 18% or the highest permitted by state law.
- H. Advertiser is ultimately responsible and liable for payment for advertising placed by agency in the event the agency defaults payment to the publisher.
- I. There is a \$35.00 charge for any check returned for nonpayment.
- J. If any account becomes delinquent and is sent to a collection agency or attorney, or becomes the subject of litigation, advertiser is liable for the payments due, interest charges, and the cost and expenses of collections, attorneys fees, and litigation.
- K. Positioning of advertisements is at the discretion of the publisher. Requested positions are guaranteed only as space permits and when accompanied by a 10% preferred positioning premium on the gross insertion rate.
- L. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising there from made against the publisher.
- M. Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of an issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.
- N. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
- O. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions, which conflict with the publisher's policies will be binding on the publisher.
- P. All verbal instructions regarding contract or insertion must be followed up in writing.
- Q. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error. Publication is made and charged for at the rates in effect at the time of publication without further notice.
- R. Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates.
- S. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- T. Publisher reserves the right to decline advertising that does not meet with the publisher's approval.
- U. Upon written request, the publisher will attempt to return all ad materials sent in by the advertiser (props, models, product, etc.) to the advertiser, but shall not be held liable for damaged, lost, or unreturned goods.
- V. All ad film executed by the publisher at no charge remains the property of the publisher.