

## DIRECT RESPONSE RATES

*Effective February/March 2011 Issue*

**RATE BASE: 500,000**

### 4-COLOR

Full Page	\$34,945
1/2 Page	\$21,725
1/3 Page	\$14,845
1/4 Page <i>(Marketplace only)</i>	\$12,245
1/6 Page <i>(Marketplace only)</i>	\$10,310
1/12 Page <i>(Marketplace only)</i>	\$5,415

### BLACK & WHITE

Full Page	\$27,965
1/2 Page	\$17,385
1/3 Page	\$11,930
1/6 Page <i>(Marketplace only)</i>	\$8,265
1/12 Page <i>(Marketplace only)</i>	\$4,340

## GENERAL CONDITIONS

*Fit Pregnancy* does not accept advertising for tobacco, alcohol and liquor. Restrictions may apply to herbal products and other ingredients that have not been tested on and deemed safe for pregnant and nursing women. Subject to editorial review.

Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index. Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date.

Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad. All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk.

Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.