

MOBILITY

2010-11 Advertising Agreement/Insertion Order

Please complete and return by fax to 301-215-7704.

Advertiser Information

Company: _____ Contact/Title: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ Country: _____
 Fax: _____ E-mail: _____

Agency Information (If applicable)

Company: _____ Contact/Title: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ Country: _____
 Fax: _____ E-mail: _____

Payment Information (New advertisers must provide credit card information. Online advertising must be prepaid. Invoice will be sent upon receipt of signed contract.)

Send invoice to: Advertiser Agency Payment Type: CC Check Wire Transfer
 Are you a new advertiser? Yes No

If yes, credit card information is required, regardless of payment type. Please fill out the information below:

MASTERCARD VISA AMEX DISCOVER

CC #: _____ Exp. Date: _____

Name on card: _____ Cardholder Signature: _____

I authorize Worldwide ERC to charge my credit card for any outstanding balance on online advertising ordered which is not paid in full within 30 calendar days (please initial).

2010/2011 Advertising Schedule

ISSUE	YEAR	SIZE/COLOR	POSITION	GROSS	NET	EDITORIAL
SEPTEMBER	2010			\$ -	\$ -	
OCTOBER	2010			\$ -	\$ -	
NOVEMBER	2010			\$ -	\$ -	
DECEMBER	2010			\$ -	\$ -	
JANUARY	2011			\$ -	\$ -	
FEBRUARY	2011			\$ -	\$ -	
MARCH	2011			\$ -	\$ -	
APRIL	2011			\$ -	\$ -	
MAY	2011			\$ -	\$ -	
JUNE	2011			\$ -	\$ -	
JULY	2011			\$ -	\$ -	
AUGUST	2011			\$ -	\$ -	
SEPTEMBER	2011			\$ -	\$ -	
OCTOBER	2011			\$ -	\$ -	
NOVEMBER	2011			\$ -	\$ -	
DECEMBER	2011			\$ -	\$ -	
DIRECTORY	2011			\$ -	\$ -	
ROSTER	2011			\$ -	\$ -	
TOTAL				\$ -	\$ -	

Remarks: _____

Advertiser Signature: _____ Accepted for Worldwide ERC: _____

Date: _____ Date: _____

All cancellations must be received in writing no later than the space reservation deadline as published in the 2008 Worldwide ERC® Media Kit. Cancellations received after this date are subject to full payment. By signing this contract, you are agreeing to adhere to Worldwide ERC's advertising policy as stated in the 2008 Worldwide ERC Media Kit which serves as an addendum to this contract.

Worldwide ERC Advertising Sales - The Townsend Group, Inc.
 7315 Wisconsin Avenue, Suite West 750
 Bethesda, MD 20814
 Phone: 301-215-6710 Fax: 301-215-7704
 Email: ERC@townsend-group.com

MOBILITY

Advertising Policy

1. Introduction

The purpose of this policy is to inform advertisers and advertising agencies interested in placing advertisements in *MOBILITY* of the terms and conditions for doing so.

2. Acceptance of Advertising and Conditions

Worldwide ERC®, in its sole discretion, reserves the right to decline or to accept any proposed advertising. Worldwide ERC® reserves the right to reject, in its sole and unfettered discretion, any ad that Worldwide ERC® deems inappropriate to its policies and standards (including those which may be construed as confusing and/or competing with current Worldwide ERC® trademarks, products or services); is untrue, unethical, or intended to deceive; is offensive to one or more segments of the membership; or is likely to discredit the publication or Worldwide ERC®. Furthermore, as Worldwide ERC® is the trademark for the acronym "ERC" and is recognized as the authority on relocation issues in the global workforce mobility industry, the publisher will not accept advertising that incorrectly indicates or implies a connection between a company's goods or services and Worldwide ERC®; constitutes a reproduction, an imitation, or a translation, or is liable to create confusion, of any Worldwide ERC® trademark.

Written contracts are required for advertising. A Worldwide ERC® contract for advertising must be completed and signed *before* advertising will be run. The signed contract will serve as a blanket insertion order for the entire duration of the contract; or the advertiser may submit individual insertion orders for each ad contracted. If individual insertion orders are submitted, *they must arrive and be confirmed* on or before the published space reservation deadline. Any changes to the contract must be submitted in writing and notification received prior to the next affected space reservation deadline.

Importance of adhering to published deadlines. No ad cancellations will be allowed after the space reservation deadline. The advertising materials deadline will be strictly adhered to. If new copy has not been received by the advertising materials deadline, the publisher reserves the right to run previously submitted ad at the advertiser's expense.

Advertising that resembling editorial. Worldwide ERC® may include the word "advertisement" to any advertisement that, in Worldwide ERC® opinion, resembles editorial matter.

Non-conforming ads. Ads that do not conform to the printer's specifications will incur a handling fee and the cost of conforming the ad to the printer's specifications. If by press date every reasonable effort has been made but the ad still does not conform to the printer's specifications, the publisher reserves the right to run a previously submitted ad at the advertiser's expense.

Worldwide ERC® liability. Worldwide ERC® liability to the Advertiser shall not exceed the amount paid to Worldwide ERC® for the applicable advertisement. Worldwide ERC® shall not be liable for incomplete performance or non-performance in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any other condition beyond the control of publisher affecting production or delivery in any manner. Publishing or acceptance of an advertisement is neither a guarantee nor endorsement of the Advertiser's product or service.

Intellectual property. In consideration for Worldwide ERC® agreeing to publish an advertisement, the Advertiser agrees that s/he is fully authorized and licensed to use all intellectual property contained in the advertisement and that the use of the name of any individual or entity in a testimonial or other matter is authorized, not libelous, and does not constitute an invasion of privacy. Advertisers agree to defend, indemnify and hold Worldwide ERC® harmless from and against any loss, expense or other liability resulting from claims or suits for libel, slander, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisements.

Errors in key numbers or Advertisers' Index or omission of ads. Worldwide ERC® is not responsible for errors in key numbers and Advertisers' Index and assumes no liability if, for any reason, an advertisement is omitted.

Testimonials/endorsements used in ads. The names of Worldwide ERC® members and the use of testimonials/endorsements will be permitted on completion of a consent form and liability release.

Premium positions. Premium positions can only be guaranteed to advertisers who agree to pay the premium position fee published in the current rate card.

Reprints/overruns of ads. Reprints/overruns of ads are available by written request only through prior arrangement with the publisher.

3. Rates and Billing

Current rate card prevails. Advertising contracts and insertion orders are accepted subject to the terms and provisions of our current Advertising Rate Card. Rates, conditions, and advertising placements are subject to change without notice.

Frequency discounts. Frequency discounts are based on the number of issues within a calendar year that carry an advertiser's advertisement(s). Multiple insertions within a single issue count as one time toward the frequency Agreement.

Prepayment required of one-time and first-time advertisers. One-time and first-time advertisers are required to submit total payment with the contract/insertion order before the ad will be run.

Tear sheets and sample issues. Upon publication, advertisers or their agencies will receive one copy of the magazine and two tear sheets per ad with their invoice.

Payment of Invoices. Advertising payments are due within thirty (30) days of the invoice date.

Late payments. Late payments will be assessed a late fee of 1.5 % per month or the highest rate permitted by law, whichever is lower.

Forfeiture of advertising agency commission. If an invoice for advertising is not paid within sixty (60) days of the invoice date, agency commissions associated with placing the advertisement are forfeited.

Delinquent Accounts. An advertiser that has two outstanding invoices or is *more than 90 days in arrears* by the next scheduled space closing date *will be denied further Worldwide ERC® advertising/exhibiting/ sponsorship opportunities* until payment of the outstanding invoice(s) is received. Interruptions in frequency contracts due to non-payment are the advertiser's responsibility and may cause the advertiser to forfeit their reduced frequency rates and incur a short rate.

Joint liability for advertising payments. The advertiser and its affiliates or authorized agents shall be jointly and severally liable for payment owed to Worldwide ERC®. An obligation incurred by an advertising agency on behalf of an advertiser is the responsibility of, and is guaranteed by, the advertiser if the advertising agency fails to make payment. Should the Advertiser or its agent fail to fulfill such payment obligation, the Advertiser or its agent will be immediately re-billed and fully liable for the amount owed plus any accrued interest. *A collection agency will be used to secure unpaid accounts.*

Short rates. The advertiser will be short-rated to the earned frequency rate if, within a 12-month period from the date of its first insertion, it has not fulfilled the number of insertions ordered.

**Advertiser
Signature:**

Date:
