



2012 **WORLDWIDE ERC**[®] MEDIA
THE WORKFORCE MOBILITY ASSOCIATION KIT

GLOBAL BRANDS. TARGETED REACH.



IN PERSON | IN PRINT | ONLINE



OUR IMPACT

WORLDWIDE ERC®

Worldwide ERC® is the recognized authority on global workforce mobility, representing more than 10,000 professionals and HR innovators who oversee, manage, and support U.S. domestic and international employee transfer.

OUR ADVANTAGE

An employee transfer or international assignment involves far more than paperwork and new business cards. Spouses and children—and even pets—have to be considered. Their entire lives have to be packed up and moved. It's a lengthy and complex process. Our members are involved every step of the way.

From print and web advertising to global conference sponsorships, Worldwide ERC® offers numerous channels to connect with these key decision makers.

Participate in the following:

PRINT OPPORTUNITIES PAGES 3-7

- **Mobility** Page 3
 - Editorial Calendar Page 4
 - Rates & Specs Page 5
 - Advertorials & Marketplace Page 6
- Annual Directories Page 7

WEB OPPORTUNITIES PAGES 8-9

- www.WorldwideERC.org Page 8
- Mobility Digital Edition Page 8
- Express™ E-newsletter Page 9
- GLOBILITY® E-newsletter Page 9
- Webinars Page 10

EXHIBITS & SPONSORSHIPS PAGE 11

- Global Workforce Summit: Focus on EMEA
- Global Workforce Summit: Focus on Asia Pacific
- National Relocation Conference
- Global Workforce Symposium

INDUSTRY FACTS¹

\$25 BILLION

Annual amount spent by U.S.-based corporations on U.S. domestic corporate relocation and employee transfers.

\$16 MILLION

Annual amount each company spends to transfer its U.S. employees.

287,000

Annual number of U.S. domestic transfers from Worldwide ERC® member companies.

¹ WORLDWIDE ERC® RESEARCH DEPARTMENT

ADVERTISING CONTACT

Stephanie Bunsick
The YGS Group
3650 West Market Street
York, PA 17404
Tel: +1 800 501 9571 x137
Fax: +1 717 825 2171
E-mail: stephanie.bunsick@theYGSgroup.com

MOBILITY MAGAZINE

CIRCULATION: 10,000+
TOTAL READERSHIP: 19,000+

Mobility, the monthly publication of Worldwide ERC®, is the leading source of information about global workforce mobility, covering current issues and emerging trends while providing insights into innovative products, services and best practices.

THE AUDIENCE

Every issue of **Mobility** goes directly to the offices of key personnel who make the buying decisions related to workforce mobility, relocating employees, and new hires.

Mobility readers come from a broad range of professions, including HR; recruiting; government; military; real estate; financial services; moving and storage; counseling and consulting.

Furthermore, **Mobility** readers are deeply involved in global workforce mobility activities. They offer a long list of services to employees and new hires, and often outsource these services to industry suppliers, including:

- Destination Services
- Household Goods Transportation
- Temporary Housing
- Executive Search/Recruitment
- Compensation & Benefits Consulting
- Global Tax Consulting
- Immigration Compliance
- Mortgage/Financial Services
- Furniture Rental
- Home Sale/Purchase
- Cross-Cultural/Language Training
- Real Estate Broker/Agent
- Legal Issues
- Health/Medical Services
- Auto/Boat Relocation
- And many others...



AVERAGE U.S. WORKFORCE MOBILITY INDUSTRY EXPENDITURES FOR TRANSFEREE ASSISTANCE

Loss-on-sale assistance	\$32,600
Federal tax liability	\$12,854
Shipping household goods	\$12,230
Bonuses/incentives given for employee-generated homesales	\$7,058
Purchase closing costs	\$6,251
Miscellaneous expense allowance	\$6,235
Duplicate housing assistance	\$5,462
Temporary living at new location	\$5,312
Homefinding trips	\$2,227
Travel and lodging at the time of the move	\$1,519
Spouse employment assistance	\$1,485

Source: Worldwide ERC® 2011 Transfer Volume & Cost Survey

MOBILITY EDITORIAL CALENDAR 2012*

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Space Deadline	11-Nov	9-Dec	23-Dec	23-Jan	24-Feb	27-Mar
Artwork Deadline	16-Nov	15-Dec	3-Jan	30-Jan	2-Mar	3-Apr
Theme	Future Trends	Health Care & Security	Talent Management & Recruiting	Money & Finance	Supply Chain Management & Specialty Services	Compliance & Risk Management
Conference Issue/ Bonus Distribution		Global Workforce Summit: EMEA	Global Workforce Summit: APAC		National Relocation Conference	
Destination Profile				Italy	San Antonio, TX	South Korea

ISSUE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Space Deadline	20-Apr	30-May	25-Jun	25-Jul	23-Aug	24-Sep
Artwork Deadline	27-Apr	6-Jun	2-Jul	1-Aug	30-Aug	1-Oct
Theme	Housing Issues	Family Issues	Corporate Policies	Compensation & Benefits	Technology	Multigenerational Issues
Conference Issue/ Bonus Distribution				Global Workforce Symposium – October		
Destination Profile	South Africa	Indonesia	Phillipines	Washington, D.C.	Brazil	Vietnam

*Subject to change

IN EVERY ISSUE

Calendar of Events
 Perceptions
 Letter from the Editor
 Around the Worldwide ERC®
 Worldwide ERC® Front Page
 Executive Spotlight



MOBILITY RATES & SPECS

Four Color	1X	3X	6X	12X
Full Page	\$4,195	\$3,990	\$3,785	\$2,935
Two Page Spread	\$7,555	\$7,175	\$6,800	\$5,290
1/2 Page Spread	\$4,905	\$4,670	\$4,430	\$3,440
2/3 Page	\$3,145	\$2,990	\$2,835	\$2,200
1/2 Vertical	\$2,935	\$2,795	\$2,640	\$2,060
1/2 Horizontal	\$2,725	\$2,595	\$2,460	\$1,910
1/3 Page	\$1,895	\$1,795	\$1,705	\$1,325
Black +1	1X	3X	6X	12X
Two Page Spread	\$5,081	\$4,835	\$4,570	\$3,560
Full Page	\$2,820	\$2,685	\$2,545	\$1,970
1/2 Page Spread	\$3,310	\$3,140	\$2,965	\$2,305
2/3 Page	\$2,115	\$2,015	\$1,910	\$1,485
1/2 Vertical	\$1,970	\$1,875	\$1,785	\$1,385
1/2 Horizontal	\$1,840	\$1,745	\$1,650	\$1,280
1/3 Page	\$1,270	\$1,205	\$1,150	\$890
Black & White	1X	3X	6X	12X
Full Page	\$2,820	\$2,685	\$2,545	\$1,970
Two Page Spread	\$5,085	\$4,830	\$4,570	\$3,560
1/2 Page Spread	\$3,310	\$3,140	\$2,965	\$2,305
2/3 Page	\$2,115	\$2,015	\$1,910	\$1,485
1/2 Vertical	\$1,970	\$1,875	\$1,785	\$1,385
1/2 Horizontal	\$1,840	\$1,745	\$1,650	\$1,280
1/3 Page	\$1,270	\$1,205	\$1,150	\$890
Premium Positions	1X	3X	6X	12X
Cover 2	--	--	--	\$4,070
Cover 3	--	--	--	\$3,705
Cover 4	--	--	--	\$4,370
Page 1	--	--	--	\$3,910
Spread following Page 1	--	--	--	\$6,075
Opposite Calendar	--	--	--	\$3,765
Opposite Perceptions	--	--	--	\$3,765
Table of Contents (LHP, RHP)	--	--	--	\$3,765
Around the Worldwide ERC®	--	--	--	\$3,465
Executive Spotlight	--	--	--	\$3,465
Industry Spotlight (LHP, RHP)	--	--	--	\$3,465
Quick Takes	--	--	--	\$3,465
Marketplace Resource Guide	1X	3X	6X	12X
Full Page	\$3,075	\$2,920	\$2,770	\$2,155
1/2 Horizontal	\$1,850	\$1,760	\$1,665	\$1,295
1/4 Page	\$1,250	\$1,190	\$1,125	\$875

Ad Size	Width x Depth
Full Page (Bleed)	8.375 x 11.125"
Full Page (Trim)	8.125 x 10.875"
Full Page (Non-Bleed)	7 x 10"
Two Page Spread (Bleed)	16.5 x 11.125"
Two Page Spread (Trim)	16.25 x 10.875"
1/2 Page Spread (Bleed)	16.5 x 5.875"
1/2 Page Spread (Trim)	16.25 x 5.75"
2/3 Page Horizontal	7 x 6.75"
2/3 Page Vertical	4.625 x 9.75"
1/2 Page Horizontal	7 x 5"
1/2 Page Vertical	4.625 x 7 1/2"
1/3 Page Horizontal	7 x 3.25"
1/3 Page Vertical	2.25 x 9.75"
1/3 Page Square	4.625 x 5"
Marketplace Resource Guide	Width x Depth
Full Page (Bleed)	8.375 x 11.125"
Full Page (Trim)	8.125 x 10.875"
1/2 Horizontal	7 x 5"
1/4 Page	3.375 x 5"

AGENCY DISCOUNT

15% of gross billing is allowed to recognized agencies on space and color, provided materials are submitted in accordance with published specifications.

MAGAZINE SPECIFICATIONS

Binding: Perfect bound and saddle-stitched
 Process: Web press on matte stock; cover stock, glossy
 Screen: 150

GENERAL REQUIREMENTS AND FORMATS

- A high resolution PDF/X-1a file is required for all ads.
- Vital copy and images must be at least 3/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Ads must be suitable to print as-is. Worldwide ERC® is not responsible for any errors in content.
- Color proofs must be provided to ensure color guidance on press.
- Ads must be transmitted via mail or FTP. Worldwide ERC® does not accept ads via e-mail.
- It is requested that all ads be submitted with crop marks or with a color proof with specified cropping. If crop marks are not included, Worldwide ERC® and The YGS Group cannot be held liable for improper positioning of ads.

FTP INFORMATION

Host: ftp.theYGSgroup.com
 Username: wercmedia
 Password: ygsftp

FONTS, IMAGES & COLORS

- All fonts used must be embedded in the PDF file.
- Using the bold, italic or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold).
- Resolution of all photography and scanned illustrations must be at least 300 dpi. Line art should be 600 dpi.
- Flatten all layers and set transparency to highest setting.
- Colors must be CMYK. No ICC profiles, RGB or Pantone colors.

PLEASE NOTE:

Materials that do not meet the stated advertising specifications will be rejected. Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the Worldwide ERC® advertising policy.

PRODUCTION CONTACT

The YGS Group
 3650 West Market Street
 York, PA 17404
 Tel: +1 717 505 9701

MOBILITY SPECIAL OPPORTUNITIES

ADVERTORIALS

The power of a story is undeniable.

Advertorials allow you to explain your products and services in a cost-effective, customized way.

Reserve a full or half-page advertorial in select issues of **Mobility** and receive a full or half-page ad at no additional cost. Worldwide ERC[®] provides a template designed to provide maximum impact. The advertiser supplies:

Advertorial Materials*	Full Page Ad + Full Page Advertorial	1/2 Page Ad + 1/2 Page Advertorial
Headline	6 words max	6 words max
Sub-headline	15 words max	--
Body	375 words max	175 words max
Logo	jpeg or tiff, 300 dpi	--
Company Information	Address, Phone, Fax, E-mail, Website	--
Ad Unit (PDF only)	Bleed: 8.375 x 11.125" Trim: 8.125 x 10.875"	7 x 5"

Advertorial Schedule	
February	Health Care & Security Services
March	International Relocation Support Services
June	Tax, Legal, Immigration Services
August	Family & Education Services
November	Technology Services

MARKETPLACE RESOURCE GUIDE

Being in the right place when they need you.

The relocation professionals who make buying decisions rely on **Mobility's** Marketplace Resource Guide to learn about new products and services. It is also their source for suppliers in a wide range of categories. With prices up to 30 percent off published rates, this is an affordable opportunity for companies of all sizes to reach new clients.

Marketplace Rates	1x	3x	6x	12x
Full Page	\$3,075	\$2,920	\$2,770	\$2,155
1/2 Horizontal	\$1,850	\$1,760	\$1,665	\$1,295
1/4 Page	\$1,250	\$1,190	\$1,125	\$875

Marketplace Ad Size Width x Depth	Width x Depth
Full Page (Bleed)	8.375 x 11.125"
Full Page (Trim)	8.125 x 10.875"
1/2 Horizontal	7 x 5"
1/4 Page	3.375 x 5"

New Moving Company Lets Customers Build a Move
MoveBuilder lets customers choose from moving options to build a personalized move that meets their needs and budget.

Relocation Services in Russia
Intermark is a British relocation consultancy that has been operating in Russia since 1993. We specialize in the provision of relocation solutions to a number of major Western corporations operating in Russia.

RUSSIA MADE SIMPLE
• Immigration Services
• Pre-arrival/Departure Services
• Visa Support, Business & Other Visas
• Relocation Services
• Pre-arrival/Departure Services
• Visa Support, Business & Other Visas
• Relocation Services
• Pre-arrival/Departure Services
• Visa Support, Business & Other Visas

What is MoveBuilder?
How you can build a relocation

Services
Choose from a full range of services to suit your needs.

Options
MoveBuilder offers customization:
• State moves
• Multiple container moves
• Packing, loading, and unloading
• Custom crating
• Storage

movebuilder.com 800-940-9155
Look for us at NRC - May 2011 - Las Vegas

One-Page Advertorial

*Advertisers are responsible for the accuracy of submitted materials and are required to review and approve the final layout prior to printing. One round of minor revisions is included in the advertising rate. Each additional revision after the materials deadline will result in a \$250 production charge.

BIGGER! AD SIZES!

FULL PAGE

1/4 PAGE

1/4 PAGE

1/2 PAGE

Marketplace Resource Guide Schedule

July	Corporate Housing Services
September	HR Services
December	HHG Services

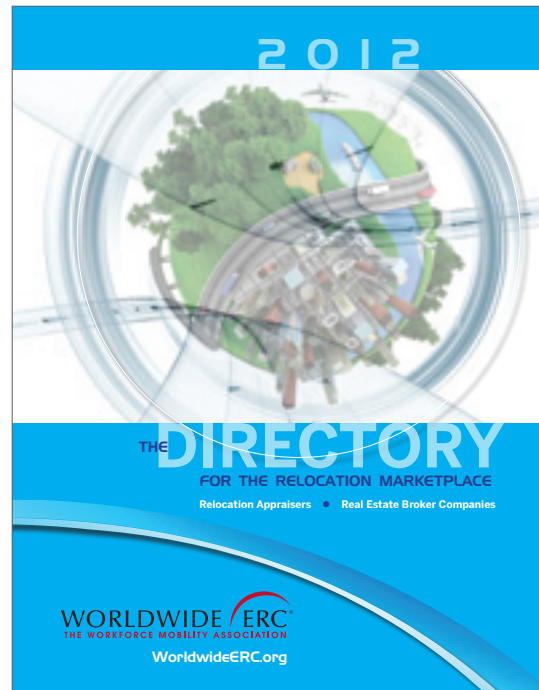
ANNUAL DIRECTORIES

THE DIRECTORY FOR THE RELOCATION MARKETPLACE

The Directory for the Relocation Marketplace is the industry's leading source of information on real estate appraisers and real estate broker companies who give particular attention to effectively serving corporations and their transferred employees.

Deadlines	Space	Artwork
The Directory	January 13	January 20
Ad Placement	1x	4x*
Cover 2	\$6,745	\$5,620
Cover 3	\$5,785	\$4,820
Cover 4	\$7,410	\$6,485
Tab Page	\$4,820	\$4,215

*When combined with Mobility schedule of three or more ads.
Trim size is 8.5 x 11; Full-page bleed ads (and tabs) should allow at least 0.125 overlap on all sides, or 8.75 x 11.25.



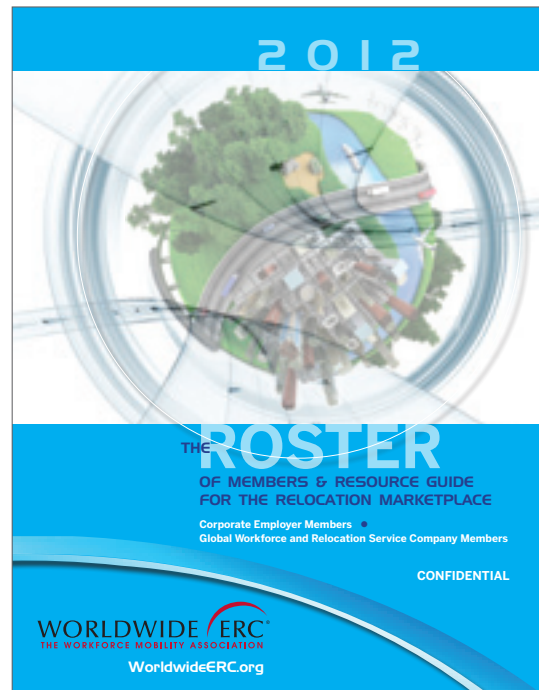
WORLDWIDE ERC® ROSTER AND RESOURCE GUIDE FOR THE RELOCATION MARKETPLACE

The Worldwide ERC® Roster and Resource Guide for the Relocation Marketplace is the most visible and valuable resource for member networking. It is the only resource in the industry that lists all of the corporate/government employer members who are the primary decision makers and purchasers of relocation services and products. Also featured are the relocation service members who are instrumental in providing needed services for our global community.

Member listings are organized and separated by divider tabs to easily identify relocation services and providers by company name, individual member, and by domestic and global service offerings.

Deadlines	Space	Artwork
The Roster	February 14	February 21
Ad Placement	1x	4x*
Cover 2	\$6,745	\$5,620
Cover 3	\$5,785	\$4,820
Cover 4	\$7,410	\$6,485
Tab Page	\$4,820	\$4,215

*When combined with Mobility schedule of three or more ads.



WEB OPPORTUNITIES

CAPTURE THE CAPABILITIES OF CYBERSPACE

We live, work, get our news—and buy—in an increasingly digital world. Online advertising not only allows you to zero in on your target customer, but also gives you extensive tools to track the ROI of your marketing dollars. Your ad—an active link—instantly takes decision makers to current information about products and services they're ready to buy.

WORLDWIDEERC.ORG

JANUARY 1, 2012–DECEMBER 31, 2012

201,847 PEOPLE VISITED THE SITE

431,287 VISITS

- 2,076,355 PAGE VIEWS
- 4.81 PAGES/VISIT
- 3:35 AVG TIME ON SITE
- 45.29% NEW VISITS

The premier online resource for Worldwide ERC® members and the global mobility industry. Each banner slot can accommodate up to three ads in rotation.

Ad Size	Net Rate/Month
Top Banner (468 x 60 px)	\$3,950
Lower Banner (234 x 60 px)	\$850

Jpeg and gif files only. Animation is allowed, max length 15 seconds. All text max 15 characters including spaces. File size max 30KB.

MOBILITY DIGITAL EDITION

CIRCULATION: 23,500/MONTH

Worldwide ERC® members are alerted to the publication of each month's digital edition via the Express e-Newsletter and on the web site. All issues, including ads, are accessible online and archived at WorldwideERC.org.

As an exclusive sponsor of the digital edition (limited to one per month), your skyscraper ad will be featured next to the digital edition of the magazine for the issue month.

Digital Edition Sponsorship	Net Rate/Month
Skyscraper (160 x 600 px)	\$6,000

Jpeg and gif files only. No animation. File size max 30KB.



E-NEWSLETTERS

THE VALUE OF A TRUSTED SOURCE

CIRCULATION: 31,000+

FREQUENCY: BI-WEEKLY

The amount of information available today can be overwhelming. An exclusive news service of Worldwide ERC®, *Globility* scans nearly 7,000 sources for the most relevant, up-to-date news impacting our members—and your customers.

Only eight sponsorship opportunities are available each month.

Ad Size	Net Rate/Month
Banner (468 x 60 px)	\$3,000
Button (120 x 90 px)	\$2,000

Sponsored Content (120 x 90 px, plus 60 words)	Net Rate/Month	Spon. Content and Banner Package	Spon. Content and Button Package
First Placement	\$3,000	\$4,500	\$4,000
Second or Third Placement	\$2,250	\$4,000	\$3,350

Jpeg and gif files only. No animation. File size max 30KB.



WORLDWIDE ERC® EXPRESS™ E-NEWSLETTER

CIRCULATION: 17,000+

FREQUENCY: MONTHLY

Thousands of real estate brokers, relocation appraisers, workforce mobility service providers and government and corporate HR professionals turn to Express™ for the latest industry news, job postings, Worldwide ERC® events, and webinars.

There are only eight sponsorship opportunities available each month (1 banner, 4 buttons, 3 sponsored content sections). Banners and buttons link directly to sponsor's website.

Ad Size	Net Rate/Month
Banner (468 x 60 px)	\$3,000
Button (120 x 90 px)	\$2,000

Sponsored Content (120 x 90 px, plus 60 words)	Net Rate/Month	Spon. Content and Banner Package	Spon. Content and Button Package
First Placement	\$2,000	\$4,000	\$3,500
Second or Third Placement	\$1,250	\$3,600	\$2,850

Jpeg and gif files only. No animation. File size max 30KB.



WEBINARS

YOUR LEARNING ZONE SPONSORSHIP OPPORTUNITIES

These new Worldwide ERC® webinars offer the ideal sponsorship opportunity for companies that want to share their industry knowledge and expertise while increasing brand awareness and generating qualified leads.

Sponsors provide the speaker(s) and content, and Worldwide ERC® does the rest—from promoting across all Worldwide ERC® communication channels to managing registration, and facilitating the event.

To encourage maximum participation, sponsored webinars are **free of charge** to attendees. Attendees also receive one full CRP® credit for approved webinars.

WEBINAR SPONSORSHIP INCLUDES:

- Prominent sponsor recognition and promotion across Worldwide ERC® channels:
 - Bi-weekly blast e-mail
 - Express™ e-Newsletter
 - GLOBILITY® e-Newsletter
 - WorldwideERC.org
 - **Mobility** calendar (print and digital editions)
- Logo on webinar registration page
- Webinar archived on WorldwideERC.org for 12 months
- Webinar full attendee list

Sponsorship Details

Duration	60 minutes
Schedule	1st or 3rd Tuesday of the month
Start Time	2:00 p.m.
Sponsor Fee	\$6,500

Logo: jpeg and gif files only, 400 x 200 px, max 100KB, no animation.

NEW!

Learning Zone
webinars
Worldwide ERC®

February 23, 2012

Worldwide ERC® would like to thank today's sponsor:

Your Company Name/Logo Here!

© 2012 Worldwide ERC®

SPONSOR A WEBINAR TODAY!

Stephanie Bunsick
 The YGS Group
 3650 West Market Street
 York, PA 17404
 Tel: +1 800 501 9571 x137
 Fax: +1 717 825 2171
 E-mail: stephanie.bunsick@theYGSgroup.com

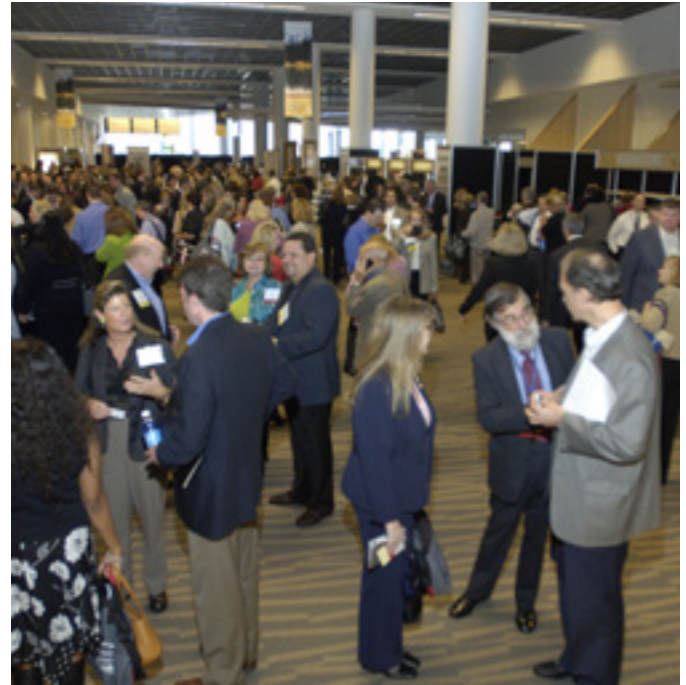
CONFERENCE EXHIBITIONS & SPONSORSHIPS

THE POWER OF PERSONAL CONNECTIONS

Relationships are at the heart of the workforce mobility industry. The members of Worldwide ERC® place an extraordinarily high value on the networks they develop through the organization. Our conferences are where they make new connections and strengthen existing ones.

Attendees represent the most targeted group of professionals involved in employee mobility. Participation as a conference exhibitor and sponsor offers an unparalleled opportunity to begin or continue a relationship with these key decision makers.

Event Calendar	
Global Workforce Summit: Talent Mobility in EMEA	February 2013 Location: London, UK
Global Workforce Summit: Talent Mobility in APAC	March 2013 Location: Shanghai, China
National Relocation Conference	May 9–11, 2012 San Antonio, Texas; USA
Global Workforce Symposium	October 3–5, 2012 Washington, D.C.; USA



EXHIBITION & SPONSORSHIP SALES

Laura Herriage, Worldwide ERC®
 Director, Strategic Alliances
 4401 Wilson Blvd., Suite 510
 Arlington, VA 22203 U.S.A.
 Tel: +1 703 842 3416
 Fax: +1 703 527 1553
 E-mail: LHerriage@WorldwideERC.org



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 a previously submitted ad at the advertiser's expense.

Advertising that resembles editorial. Worldwide ERC[®] may add 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, in addition to 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 Advertiser Index or omission of ads. Worldwide ERC[®] is not responsible for errors in key numbers and Advertiser 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. Credit application and a 1x prepayment is required for new advertisers with less than one year of credit history. Payment must be received before the ad will run.

Tear sheets and sample issues. On publication, advertisers or their agencies will receive one tear sheet 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.

FOR MORE INFORMATION, PLEASE CONTACT:

Stephanie Bunsick
 The YGS Group
 3650 West Market Street
 York, PA 17404
 Tel: +1 800 501 9571 x137
 Fax: +1 717 825 2171
 E-mail: stephanie.bunsick@theYGSgroup.com