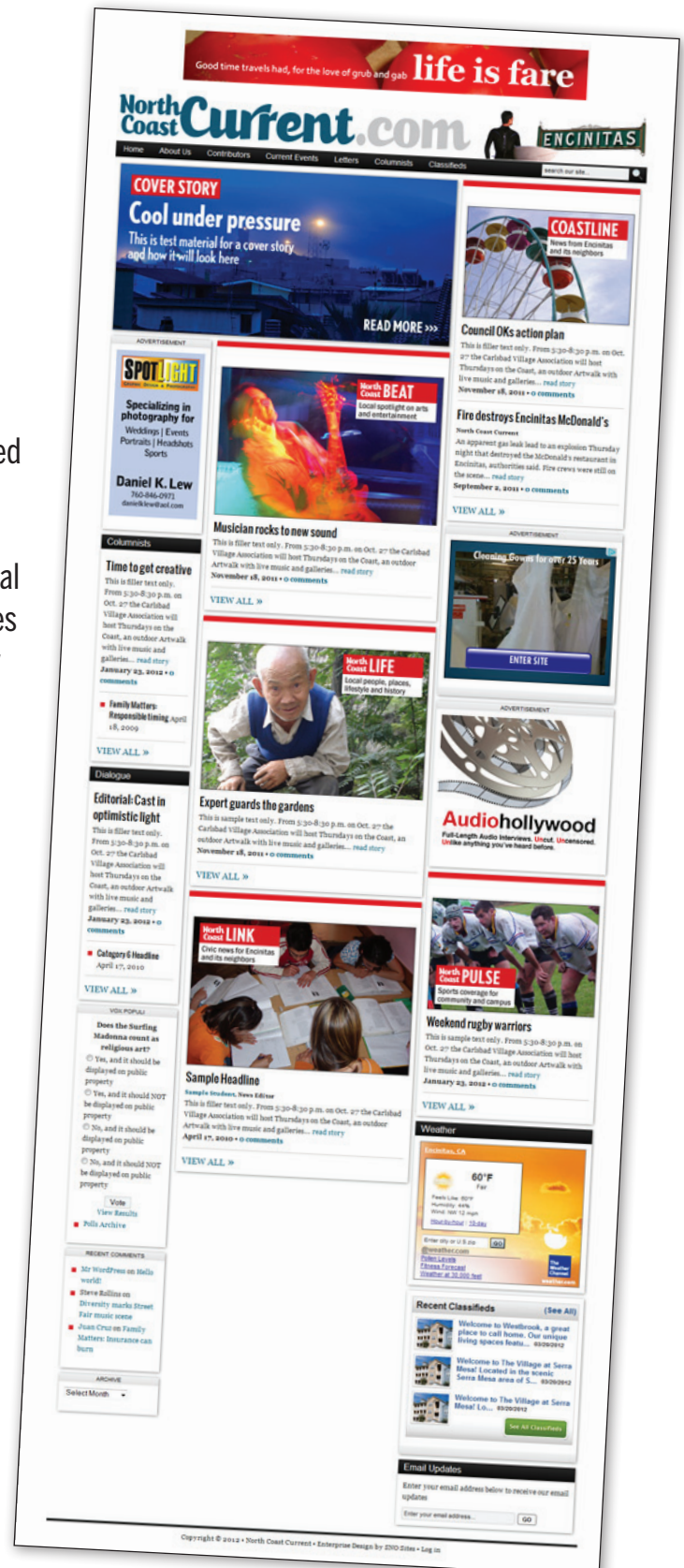


SIMPLE AFFORDABLE ADVERTISING

The North Coast Current is an online news journal dedicated to news, dialogue, arts and entertainment geared toward the North San Diego County communities of Encinitas, plus Carlsbad, Solana Beach and San Marcos. The North Coast Current offers a great opportunity for local businesses through advertising on the site. Design services are provided for free, or you can submit your own properly sized advertisement.

North Coast Current
P.O. Box 231948
Encinitas, CA 92023-1849
info@northcoastcurrent.com
ads@northcoastcurrent.com
760.943.0264

2014 AD RATES & SIZES INSIDE



AD SIZES & RATES

■ Position 1: Banner (728 x 90 pixels)

Runs on all pages; placed in rotation
 \$250 per month, 1 month = \$250
 \$240 per month, 3 months = \$720
 \$230 per month, 6 months = \$1380
 \$220 per month, 9 months = \$1980
 \$200 per month, 12 months = \$2400

■ Position 2: Square (300 x 250 pixels)

Runs on all pages; placed in rotation
 \$200 per month, 1 month = \$200
 \$190 per month, 3 months = \$570
 \$180 per month, 6 months = \$1080
 \$170 per month, 9 months = \$1530
 \$150 per month, 12 months = \$1800

■ Position 3: Half Skyscraper (160 x 300 pixels)

Front page only; placed in rotation
 \$150 per month, 1 month = \$150
 \$140 per month, 3 months = \$420
 \$130 per month, 6 months = \$780
 \$120 per month, 9 months = \$1080
 \$100 per month, 12 months = \$1200

■ Position 4: Half Skyscraper (160 x 300 pixels)

Front page only; placed in rotation
 \$125 per month, 1 month = \$125
 \$115 per month, 3 months = \$345
 \$105 per month, 6 months = \$630
 \$95 per month, 9 months = \$855
 \$75 per month, 12 months = \$900

■ Position 5: Mini Banner (400 x 133 pixels)

Front page only; placed in rotation
 \$100 per month, 1 month = \$100
 \$90 per month, 3 months = \$270
 \$80 per month, 6 months = \$480
 \$70 per month, 9 months = \$630
 \$50 per month, 12 months = \$600



STANDALONE OPTION

Advertisers can reserve a standalone ad on the site for an additional \$10 flat fee, regardless of size and frequency. Option excludes the banner position.

COMBO OPTIONS

Positions 1 and 2:

\$350 per month, 1 month = \$350
\$340 per month, 3 months = \$1020
\$330 per month, 6 months = \$1980
\$320 per month, 9 months = \$2880
\$300 per month, 12 months = \$3600

Positions 1 and 3 or 4:

\$325 per month, 1 month = \$325
\$315 per month, 3 months = \$945
\$305 per month, 6 months = \$1830
\$295 per month, 9 months = \$2655
\$275 per month, 12 months = \$3300

Positions 1 and 5:

\$300 per month, 1 month = \$300
\$290 per month, 3 months = \$870
\$280 per month, 6 months = \$1680
\$270 per month, 9 months = \$2430
\$250 per month, 12 months = \$3000

MAXIMUM COVERAGE

All Positions:

\$400 per month, 1 month = \$400
\$390 per month, 3 months = \$1170
\$380 per month, 6 months = \$2280
\$370 per month, 9 months = \$3330
\$350 per month, 12 months = \$4200

PROMOTIONAL PRINT EDITIONS

Print advertising opportunities are available in our occasional promotional print editions, especially for North Coast Current online advertising buyers

DEADLINES & PREPAYMENT DISCOUNT

Space and material deadline for all advertising is 7 business days prior to start date.

Payments per insertion are due net 30 days after the start date.

Prepayment discount: A 10% percent discount will be applied to contracts paid in full before ad's start date.

If ad has a frequency discount, this prepayment discount also applies, for a total possible 20% discount.

Ad reservations are on a monthly basis, by full calendar month or four total weeks after the first of the month.

Examples:

Oct. 1 to Oct. 31, 2013

Oct. 17 to Nov. 14, 2013

Payments by check should be made to: North Coast Current, P.O. Box 231849, Encinitas, CA 92023.

The North Coast Current also accepts credit card payments via Paypal. Please contact us for information.

Payments by cash are accepted via Paypal transfer only, not in person.

All information subject to change at anytime.

TECHNICAL SPECIFICATIONS

All advertiser-submitted online advertisements must be ...

JPEG or GIF file

72 dpi, 96 dpi or 120 dpi resolution

RGB color or grayscale (advertiser's preference)

Advertiser must provide accurate hyperlink for the advertisement.

All advertiser-submitted print advertisements must be ...

PDF, EPS or TIFF file

Minimum 240-300 dpi resolution

Grayscale or CMYK color profile (if it's a color reservation)

CONTACT US

North Coast Current

P.O. Box 231849

Encinitas, CA 92023

Phone and Fax: 760.943.0264

E-mail: ads@northcoastcurrent.com

North Coast Current.com Display Advertising Contract

P.O. Box 231849, Encinitas, CA 92023 ■ (760) 943-0264 ■ ads@northcoastcurrent.com

Customer # 2014-

New Customer

Size: _____

Rate: _____

Client			Run Date	Paid (date)
Billing Address				
City, State		Zip		
Contact		Phone / Fax		
ID Line		E-mail		
Purchase Order / Account #	Insertion Order #	Account Executive		
Notes				
Please check one: <input type="checkbox"/> Pay In Full <input type="checkbox"/> Pay Per Run				
Credit Card # _____ Expiration Date ____ / ____ Billing Zip Code _____ Check # _____ Cash Receipt # _____ <small>↳ To allow for processing of payment, please mail check ten (10) days in advance of run date.</small>				
<div style="border: 1px solid black; padding: 5px;"> DEADLINES ■ Contracts and payments are due 7 days before run date at 5 p.m. ■ Art is due 7 days before run date at 5 p.m. ■ Final proof is due 7 days before run date at 5 p.m. </div>				
Cost per Ad _____ x # of Ads _____ = \$ _____ Color Charge per Ad <input type="checkbox"/> Full Color <input type="checkbox"/> Spot Color Color Amount _____ x # of Runs _____ = \$ _____ Subtotal \$ _____ Additional Charges \$ _____ TOTAL DUE \$ _____ Amount Paid \$ _____ Per Run Payment Due \$ _____				
OFFICE USE ONLY <input type="checkbox"/> Contract paid in full				
			Total Insertions _____	
			Page _____ of _____	

Advertiser's Signature _____ Date _____

TERMS AND CONDITIONS

This agreement is made between the North Coast Current ("North Coast Current") and the Advertiser, as named on the first page of this contract. Whereas the Advertiser wished to purchase display advertising space in the North Coast Current, the publication and the Advertiser agree to the following:

- 1) The North Coast Current will publish display advertising, as specified on the first page of this contract, at the rate indicated in the publication's current rate schedule, which is incorporated herein and made part of this agreement.
- 2) The North Coast Current has the right to control content and wording of all ads and reserves the right to refuse advertising to anyone for any reason. Advertisements may be pulled at the discretion of the North Coast Current. The publication accepts copy only by publishing it. All advertising acceptance is subject to space availability (and, if the ad is in print, color availability), as outlined in the publication's policy, which is incorporated herein by reference and made part of this agreement.
- 4) None of the terms and conditions of this agreement may be altered except in writing, signed by an authorized representative of the Advertiser and/or the North Coast Current.
- 5) All rate quotes are for single Advertisers only.
- 6) The North Coast Current reserves the right to revise its advertising rates at any time. The revised rates will become effective when announced except for Advertisers who reserved advertising space before the revision. Any future renewal of Advertiser's contract will then reflect the revised rates.
- 7) All advertisement copy that represents the creative effort of the North Coast Current and/or the utilization of creativity, illustration, labor, composition or material furnished by the publication, is and remains the property of the publication, including all rights of copyright therein. The Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any advertising copy for use in any other medium without the express written consent of the North Coast Current.
- 8) In the event that any federal, state or local taxes are imposed on the publication of advertising material or on the sale of advertising space, such taxes shall be paid by the Advertiser.
- 9) This agreement may not be transferred or sold by Advertisers.
- 10) Advertiser is responsible for submitting an accurate hyperlink for online advertisements. For Advertiser-submitted advertisements, Advertiser is responsible for submitting advertisements that follow the technical specifications described in the rate sheet provided.
- 11) This agreement cannot be invalidated by typographical errors, incorrect insertions or omission in advertising publishing. The North Coast Current agrees to run corrective advertisement for that first insertion or omission. The Advertiser shall notify the publication of such errors in time for correction before the second insertion. The North Coast Current shall not be liable to the Advertiser for any loss that results from the incorrect publication or failure to publish any of its advertisement.
- 12) Cancellation of advertising space or, if in print, pre-print inserts is accepted until run date deadline. The Advertiser is responsible for the cost of orders cancelled after deadline. The Advertiser is also responsible for the difference in contract price incurred due to cancellation. A change in run date within the same calendar year is accepted until the run date deadline. If an ad is created in-house and the Advertiser cancels the contract prior to the ad run, the ad will remain the property of the North Coast Current. Cancellation of ad must be received 7 days prior to run date or advertiser is held responsible for payment.
- 13) The North Coast Current provides 1 tearsheet per run date. Invoices are sent monthly with tearsheets. Terms are net 30 days. The North Coast Current provides a 10 percent discount for advertisement reservations paid in full before the ad's start date. If payment is not received in 30 days, further advertising privileges may be suspended at the discretion of the North Coast Current. Payment more than 60 days overdue may result in revocation of advertising privileges in the North Coast Current and may be sent to collection with a 50 percent increase to cover collection costs, as outlined in the publication billing policy, which is incorporated herein by reference and made part of this agreement. All returned checks are subject to a \$25 fee.
- 14) Print advertising only: No advertiser is guaranteed specific placement within the North Coast Current print edition and agrees to pay full price for their ad regardless of its location in the paper.

NOTICE OF LIABILITY

The order or request for all advertisements shall be deemed to include a representation to the publication by the Advertiser's representative (the "Agency") and Advertiser that they are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of persons, whether living or dead, are submitted for publication, the order or request for such publications shall be deemed to be a representation by the Agency and Advertiser that they have obtained all necessary written consent for such use. In consideration of publication of an advertisement, the Agency and Advertiser, jointly and severally, agree that they shall indemnify and save the North Coast Current and its agents harmless from and against all damages, losses, liabilities and experience whatsoever including, but not limited to, (i) reasonable fees of counsel selected by the publication and (ii) losses a) resulting from the acceptance of any advertisement, b) resulting from any delays in publication, c) resulting from all claims, demands, suits, actions or proceedings arising directly from the publication of any advertisement (including, but not limited to, claims or suits from libel, infringement of copyright or trademark, unfair competition, plagiarism or violation of right of privacy), or d) based upon or arising out of any matter contained in any advertisement.

Advertiser's Signature _____ Date _____