

**WRITTEN BY ENGINEERS...
FOR ENGINEERS**

Oscilloscopes
LXI/PXI Test Applications
Communications Test
Signal Sources
Switching Systems
Instrumentation
Solar Test
DMMs
Medical Device Test
EMC Test

Wireless Test
IC ATE
Outsourcing
Data Acquisition
Test Labs
Aerospace/Defense Test
Green Engineering
Design for Test
Nanotechnology
Sensors

EE

EVALUATION ENGINEERING

2017 MEDIA PLANNER



FROM THE EXECUTIVE EDITOR



As Evaluation Engineering enters its 55th year of industry service, we look forward to providing our subscribers with the cutting-edge technical information they need to excel in their jobs.

As always, EE will provide in-depth coverage of core test technologies, focusing on modular, handheld, and benchtop instrumentation; automated test equipment; software and simulation tools; and inspection systems. Each print issue will include an in-depth, staff-written special report on the instruments, software, and systems our readers rely on. An additional staff-written special report in each issue will investigate key application areas and describe the different types of instruments, software, and systems that our readers can apply to solve the test problems those applications present. These application areas include RF/microwave, high-speed digital, EMC, and military/aerospace test as well as data acquisition.

Additional contributed and staff-written features throughout the year will alert readers to various issues—related to emerging standards and compliance requirements, for example.

Still other contributed and staff-written articles will describe in detail test techniques that readers can apply to communications, semiconductor test, board and system test, and military/aerospace applications. Also, we'll delve into techniques needed to overcome challenges in power management, low-power design, signal integrity, and electromagnetic compatibility. In addition, we will continue expanding EE's coverage of medical test, sensors, and green technologies as well as cloud and edge computing and the Internet of Things.

We will also continue to report on the role that big data, the Internet of Things, and cloud and edge computing plays in our readers' professional lives. And of course, a wealth of exclusive online content will complement our print and digital editions.

This media kit is an overview of the many marketing opportunities EE is offering for 2017. For editorial coverage in our print magazine, please make sure to contact us at least two months prior to the issue date. We welcome your input for both print and online.

Rick

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Executive Editor
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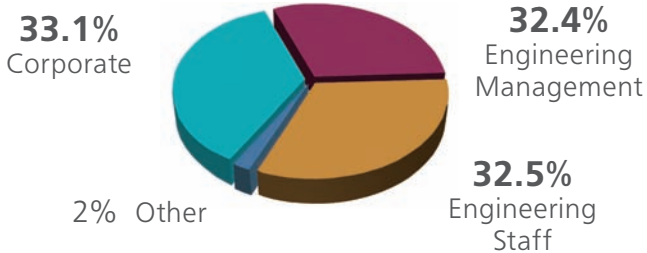
THE RIGHT AUDIENCE FOR 2017

49,124 print magazine and global digital edition¹

92,265 readers with pass-along²

39,925 e-newsletter opt-in subscribers¹

EE DELIVERS TO 3 CRITICAL SEGMENTS OF THE TEST ENGINEERING INDUSTRY¹



95% of EE subscribers are involved in the purchasing decisions for their company.²

PRINT vs ELECTRONIC MEDIA²



62% visited an Advertiser's Website after reading EE.²

REACH BEYOND COMPETITIVE PUBLICATIONS²

- 24,247 EE subscribers *do not* receive EDN
- 23,932 EE subscribers *do not* receive NASA Tech Briefs
- 25,192 EE subscribers *do not* receive Electronic Products
- 31,490 EE subscribers *do not* receive ECN
- 29,600 EE subscribers *do not* receive Microwave Journal
- 36,843 EE subscribers *do not* receive Control Engineering
- 43,141 EE subscribers *do not* receive Sensors
- 38,417 EE subscribers *do not* receive Medical Device Tech



SOURCE
¹ VAC- Verified Audit Circulation, Dec 2015
² EE Subscriber Profile Study, Nov 2016

EE LEADERSHIP²

6.8 years

is the average time an EE subscriber has been a loyal subscriber, delivering advertisers Return On Engagement, Involvement, and Value.

80%

have been subscribers for more than 3 years and 27% have subscribed for 10 years or more.

81%

have read 3 of the last 4 issues.
68% read all 4.

86%

told us that an ad seen in EE positively influenced their opinion about that product or company.

73%

say that print is the #1 media that influences their purchasing decisions.

79%

find EE's daily e-newsletters useful.

84%

find EE's two monthly EE "Special Reports" useful.

79%

find EE's monthly eProduct Showcase useful.

80%

visit www.EvaluationEngineering.com either occasionally or frequently.

EDITORIAL CALENDAR

	SPECIAL REPORT SERIES INSTRUMENTS	SPECIAL REPORT SERIES APPLICATIONS	TEST ISSUES & TECHNIQUES	PRODUCT FOCUS	TECHNOLOGY INSIGHTS	SHOW COVERAGE DISTRIBUTION	
JAN	Switching Systems	High-speed Serial (USB, PCIe, MIPI, etc)	RF/Microwave	Additive Manufacturing	EMC Products	Medical Technology	DESIGNCON Jan 31-Feb 2 Santa Clara
FEB	EMC Amplifiers, Receivers	PCB/Subsystems	Instrumentation	Inspection	Sensors	Robotics	IPC APEX EXPO Feb 14-16 San Diego
MAR	Environmental Test Equipment (vibration, pressure, temperature, altitude)	Medical	Cybersecurity	Components	Optical Communications	Machine Vision	OFC Mar 21-23 Los Angeles APEC Mar 26-30 Tampa
APR	Oscilloscopes	5G	Software	Instrumentation	EMC Products	3D Printing	
MAY	Modular (PXI, LXI, AXIe, USB)	Power Analysis	Component Test	RF/Microwave	Sensors	Medical Technology	ESC and BIOMEDEVICE May 3-4 Boston NIWEEK May 22-25 Austin
JUN	Data Acquisition, Sensors, IoT	RF/Microwave	Wireless IoT	EMC	Power Supplies	Machine Vision	IMS Jun 4-9 Honolulu SENSORS EXPO Jun 27-29 Santa Clara
FREE JUNE EE SIGNET AD IMPACT STUDY TO ALL FULL PAGE PRINT ADVERTISERS							
JUL	Instrument Software	Components	ATE	Inspection	Medical Products	Flexible Hybrid Electronics	SEMICON WEST Jul 11-13 San Francisco
AUG	Spectrum, Signal Analyzers	EMC	Signal Integrity	Communications	Handheld Instruments	Robotics	EMC SYMPOSIUM Aug 7-11 Washington, DC
ANNUAL SALARY SURVEY							
SEP	Power Supplies, Loads	MIL/Aero	Wireless Test	Cybersecurity	Sensors	Medical Technology	AUTOTESTCON Sep 9-15 Schaumburg EDICON USA Sep 11-13 Boston
OCT	Switching Systems (PXI, LXI, PCI)	Automotive	Certification	Environmental Test	EMC Products	Components	AUTOMOTIVE TESTING Oct 24-26 Novi ITC Oct 31-Nov 2 Fort Worth
NOV	Oscilloscopes	Semiconductors	Design and Test	Wafer Probing	Medical Products	Nanotech	
FREE NOVEMBER EE SIGNET AD IMPACT STUDY TO ALL FULL PAGE PRINT ADVERTISERS							
DEC	Power Analyzers	5G	Instrumentation	Cloud Computing	Components	Machine Vision	

Calendar is subject to change. AD CLOSE: 1st of month prior to issue, materials due one week later EDITORIAL CLOSE: 2 months prior to issue

PRINT RATES & SPECS

FOUR COLOR GROSS RATES - RUN OF BOOK* (15% Agency Discount available)

SIZE	1x	3x	6x	12x	18x	24x	36x
full	\$ 7,380	\$ 7,159	\$ 6,944	\$ 6,735	\$ 6,601	\$ 6,469	\$ 6,339
2/3	\$ 6,289	\$ 6,101	\$ 5,918	\$ 5,740	\$ 5,625	\$ 5,513	\$ 5,402
1/2 Isl	\$ 5,481	\$ 5,316	\$ 5,157	\$ 5,002	\$ 4,902	\$ 4,804	\$ 4,708
1/2	\$ 5,029	\$ 4,878	\$ 4,731	\$ 4,590	\$ 4,498	\$ 4,408	\$ 4,320
1/3	\$ 3,774	\$ 3,660	\$ 3,551	\$ 3,444	\$ 3,375	\$ 3,308	\$ 3,241
1/4	\$ 2,721	\$ 2,639	\$ 2,560	\$ 2,483	\$ 2,433	\$ 2,385	\$ 2,337
1/6	\$ 2,270	\$ 2,202	\$ 2,136	\$ 2,072	\$ 2,031	\$ 1,990	\$ 1,950
spread	\$13,657	\$13,247	\$12,849	\$12,464	\$12,215	\$11,970	\$11,731

* All rates above are based on payments by check, ACH, or wireless transfer. Check with your EE Sales Rep for rates with other forms of payment.

COVERS & SPECIAL POSITIONS

- Inside Front Cover: add 20% to full-page frequency discount
- Inside Back Cover: add 15% to full-page frequency discount
- Back Cover: add 25% to full-page frequency discount
- Guaranteed Positions: add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- Published monthly.
- Closing the 1st of the month prior to publication. Materials due one week later.
- Cancellations are not accepted after the closing date.
- EE's Publisher reserves the right to select position.
- Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed, and subject to production limitations.
- Inserts are accepted as supplied or as Publisher-printed.

CLASSIFIEDS/MARKETPLACE B/W. \$221 net/inch. 2.17" column width. 2" minimum.

FILE BUILDING: Native files are not accepted. NPC, LLC is not responsible for PDF files prepared incorrectly. Publisher does not assume responsibility for color accuracy.

ADDITIONAL CHARGES: Creative services and ad alterations are available at \$85 per hour. A flat fee of \$85 will be charged to convert native files to PDF format.

MATERIALS SUBMISSION:
Email PDF, or request FTP access:
eetrafic@npcomm.com

FOR MORE INFORMATION:
helpcenter.npcomm.com

MECHANICAL PREPARATION:

Final trim: 7.75" w x 10.75" h.

- 300 DPI or higher for all images and artwork. No JPEG, PNG, or BMP images.
- Use CMYK color profile, Web coated SWOP – no RGB.
- Use 100% Rich Black. Do not use Registration Black.
- Embed fonts in the final PDF file.
- Create final file in PDF format: PDF/x-1a. Crop marks for bleed area are acceptable. Remove color bars and registration marks.

FREE AD COMPARISON STUDIES Two studies conducted by third-party Signet Research provides metrics, verbatims and leads from respondents who request more information. Free to full page advertisers in June and November.

EMAIL & POSTAL LIST RENTALS A prequalified database targeting electronic engineers by the products they purchase.
Email: \$450/M net. Postal: \$200/M net. Plus \$15-\$25/M for selects.

PRINT AD SIZES IN INCHES



SPREAD
Non-bleed: 14.75 x 10
Bleed: 15.75 x 11
Trim: 15.5 x 10.75
Live: 14.75 x 10.25



FULL PAGE
Non-bleed: 7 x 10
Bleed: 8 x 11
Trim: 7.75 x 10.75
Live: 7.25 x 10.25



2/3 VERTICAL
Non-bleed: 4.5 x 9.75
Bleed: 5.25 x 11
Trim: 5 x 10.75
Live: 4.25 x 10.25



1/2 ISLAND
Non-bleed: 4.375 x 7.375
Live: 3.875 x 6.875



1/2 VERTICAL
Non-bleed: 3.25 x 9.75
Bleed: 4.125 x 11
Trim: 3.875 x 10.75
Live: 3.25 x 10.25



1/2 HORIZONTAL
Non-bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Live: 7.25 x 4.75



1/3 SQUARE
Non-bleed: 4.5 x 4.75



1/3 VERTICAL
Non-bleed: 2.125 x 9.75



1/3 HORIZONTAL
Non-bleed: 6.75 x 3



1/4 VERTICAL
Non-bleed: 3.25 x 4.75



1/6 VERTICAL
Non-bleed: 2.125 x 4.75



1/8 HORIZONTAL
Non-bleed: 3.25 x 2.5

LEAD GENERATION RATES

EXCLUSIVE SPONSORSHIP "SPECIAL REPORT SERIES" WITH LEADS

Two monthly EE staff-written reports – each sponsored by one advertiser, delivered to 39,000 email subscribers, and linked to the full article on the EE website. See the Editorial Calendar for the 24 topics available. \$7,650 gross

INCLUDES LEADS FROM EMAILS:

- your logo, 2-6 word headline, 50 words of text and URL next to the article introduction in an exclusive monthly email blast
- links to article in the EE eNewsletters and monthly "It's Coming" issue email

INCLUDES CLICKS AND IMPRESSIONS FROM WEB:

- your interstitial roadblock web ad
- your sponsorship logo, 2-6 word headline, image, 50 words, and URL remains stationary as visitor scrolls the website article
- hotlink text within the website article to your website
- left-of-cover ad OR right of back cover ad in the EE monthly digital edition
- your logo next to article's headline in the print and digital edition
- links to article from EE homepage
- Special Sponsor ad on EE homepage

MONTHLY REPORT

- includes leads, clicks, and impressions from email and web program elements

E-NEWSLETTER WITH LEADS Sent to 39,925 email subscribers four times a week containing editorial content and paid product ads that generate actionable lead reports. Materials due by the 20th of the prior month.

NEW! EE's RF/Microwave Update is a weekly e-newsletter focusing on design, simulation, and test of RF/microwave components and systems. Sent each Wednesday to 39,000.

Monthly Gross Rates (15% agency discount available)	1x	3x	6x	12x
Text Ad (imbedded in editorial) Includes your image, 2-6 word headline, 35 words, and URL link.	\$3,800	\$3,500	\$3,250	\$3,000
Native Text Ad Includes your 2-6 word headline, 35 words, and URL link.	\$3,800	\$3,500	\$3,250	\$3,000
Banner Ad 580 x 75 px	\$3,800	\$3,500	\$3,250	\$3,000

ePRODUCT SHOWCASE WITH LEADS Monthly email to 39,900 subscribers featuring product ads only. Includes your 2-6 word headline, 35 words, image, and URL link. Top Position \$1,500 gross Other Positions \$950 gross

WHITE PAPER PROGRAM WITH LEADS

Exclusive blast to 5,000 audited spec or buy email subscribers with leads, PLUS an ad on the EE home page and the EE white paper web page that includes the image of your white paper or webinar screen, headline, logo, 50 words, and link to your white paper or webinar for three months. \$4,060 gross

TURNKEY WEBINAR PROGRAM WITH LEADS

Custom presentation incorporating your PowerPoint slides and your live presenters and panelists along with Rick Nelson, our Executive Editor as lead moderator. Marketing for the event to our audience via eblasts, eNewsletters, EE website, and social media channels. Includes registration page, one live rehearsal, one hour live presentation (interactive and includes survey questions), hosting of webinar on our site for 12 months, and all contact information on registrants within 48 hours of the event. \$11,500 gross

CUSTOM EMAIL BLAST

Individual email to your target audience, selected from the EE VAC Report. Email \$450/M net, Postal \$200/M net, plus \$15-\$25/M for selects



DAILY NEWS UPDATE EE WRITTEN BY ENGINEERS... FOR ENGINEERS

BANNER: 580 X 75 px

SPECIAL REPORT Modular Instruments **SPECIAL REPORT** Interconnect

TABLE OF CONTENTS September 24, 2015

- Presidents Obama, Xi discuss IP, cybersecurity
- Vision Components offers smart cameras for OEMs
- Moore's Law ready for membership in AARP?
- Flexible electronics one of Air Force's newest technologies
- Readers' Choice: EPA alleges carmaker used software to circumvent emissions testing

Established 1962, EE is the only print journal dedicated to engineers in electronics test, measurement, and inspection... worldwide.

Click here to view this month's Digital Edition EE-Evaluation Engineering. Subscribe here!

Presidents Obama, Xi discuss IP, cybersecurity
by Rick Nelson

Intellectual property and cybersecurity were two key topics of interest to the business community that were discussed Friday in a meeting between President Obama and Chinese President Xi Jinping. Although both leaders were in relative agreement, it remains unclear what either can do to ensure that their respective constituents comply.

Visit Rick's Blog for the complete article ▶
Return to the table of contents ▶

Is your oscilloscope built for automated test?

TEXT AD IMAGE 125 x 125 px

If your application requires measuring, analyzing, or processing data; demands fast throughput; or requires a small form factor with minimal power consumption, consider a modular solution to remove redundancy and save space while having full functionality.

Is a modular oscilloscope right for you? ▶

BANNER: 580 X 75 px

Vision Components offers smart cameras for OEMs

Featuring a compact footprint, VC5BCiano Z-RH2 Series embedded cameras enable high-speed image processing in real time. Vision Components offers these ultra-small products for cost-sensitive OEM applications where installation space is limited. The smart cameras are equipped with a Xilinx ZYNQ dual-core Cortex-A9 ARM processor clocked at 2 x 860 MHz, which comes with an integrated FPGA running the VC Linux operating system. The miniature board dimensions of 40 x 65 mm for the main board and 24 x 18 mm for the sensor boards combined with custom installation and connection options facilitate a flexible integration into industrial or other applications—for instance, high-speed and line-camera applications.

Visit EE-Evaluation Engineering for the complete article ▶
Return to the table of contents ▶

Switching for every electronic test application **NATIVE TEXT AD**

One platform does not fit all, which is why Picking Interfaces offers the largest range of PXI, LXI & PCI switching available. Giving you the right amount of switching with the required performance at the right cost. Do you have the switching you need? Learn more here ▶

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www.EvaluationEngineering.com RATES & SIZES



RICK'S BLOG SPONSORSHIP Exclusive sponsorship of Rick's Blog (above the fold). 12 available, your logo linked to your website on EE home page and your banner and rectangle ad on Rick's Blog web page. \$3,455 gross

WEB EXCLUSIVE SPONSORSHIP Exclusive sponsorship of the monthly Web Exclusive section on the home page. Your logo linked to your website on EE home page and your banner and rectangle ad on Web Exclusives web page. \$3,177 gross

EE's responsive website reformats to fit electronic devices.

NOTE: Web ads will be replaced by a free 300x100 ad for display on mobile phones only. Please include materials along with your web ad.

Discounts for multiple insertions. Publisher reserves the right to select ad position. For Guaranteed Position, please add 10% with minimum 3 month insertion.

See Specs at: helpcenter.npcomm.com

ADS DO NOT ROTATE WITH OTHER ADS.

MONTHLY GROSS RATES (15% Agency Discount available)	1x	3x	12x
Wallpaper (see helpcenter.npcomm.com for sizes) Exclusive. Your images frame all web pages ROS as visitor scrolls content.	\$6,995	\$6,012	\$4,809
Push-down Super Leaderboard 970 x 90 to 970 x 415 Exclusive. Top banner expands down on roll over.	\$5,200	\$4,766	\$3,575
Interstitial Roadblock 600 x 400 px Exclusive. Ad opens over dimmed home page until visitor closes it.	\$4,969	\$4,554	\$3,316
Page Curl 500 x 500 px Exclusive. Upper right corner of home page opens to full image on roll-over.	\$4,348	\$3,985	\$2,889
Super Leaderboard 970 x 90 px	\$3,438	\$3,151	\$2,263
Leaderboard 728 x 90 px	\$2,975	\$2,627	\$2,054
Large Rectangle 300 x 600 px	\$4,425	\$4,056	\$3,142
Skyscraper 160 x 600 px	\$3,100	\$2,841	\$2,028
Medium Rectangle 300 x 250 px	\$2,584	\$2,277	\$1,508
Video Ad 300 x 250 px	\$2,835	\$2,598	\$1,898
Print advertisers receive a Sponsor Link on the home page, by category, at no charge.			

DIGITAL EDITION Reaches 39,900 email subscribers and remains live in the EE website Archives.
Left of Cover or right of Back Cover: 558 x 774 px PDF may include Ad Overlay: \$2,600 gross
Bookmark Tab: Opens to your ad page: \$750 gross
Ad Overlay: Add static image, streaming video, MP3 audio, or URL button over your ad or editorial: \$1,155 gross

Please see helpcenter.npcomm.com for more information.

2017

EE

EVALUATION ENGINEERING

WRITTEN BY ENGINEERS...
FOR ENGINEERS

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TERMS & CONDITIONS

PRINT: All advertising and copy is subject to The Publisher's approval. The Publisher reserves the right to reject advertising. Print quality standards are based on SWOP standards and regulations. The Publisher reserves the right to select ad location unless the Advertiser pays for a special position. Publisher may insert the word "ADVERTISEMENT" in any ad that simulates editorial. Ads requiring additional preparation must be submitted with the insertion order at least one week prior to materials due date. Late ad changes cannot be guaranteed and are subject to additional charges. Cancellations are not accepted after the closing date. Contracts may be cancelled by the Advertiser or the Publisher on written notice, prior to the closing date of issue. Should the Advertiser fail to fulfill the contract, the Publisher may bill the Advertiser for the difference between the rate paid on previous ads and the rate earned (short rate). Publisher also may bill for the value of merchandising credits utilized, but not earned due to the failure to fulfill the contract. Advertisers and their Agencies are solely responsible and accept full liability for all content of their ads. The Publisher shall not be liable for delays in delivery, non-delivery, or for the failure to publish or distribute all or any part of the publication due to circumstances beyond the Publisher's control. Further, the Publisher shall not be liable for damages if, for any reason, Publisher fails to publish an ad. The Publisher assumes no liability for errors or omissions in key numbers, reader service descriptions, reader service numbers, or the index of advertiser's company name listing. The Publisher's liability for any error will not exceed the charge for the ad in question. No conditions, oral or printed in the contract, order, copy instructions, or elsewhere, which conflict with the Publisher's policies as set forth in this Media Kit, will be binding on the Publisher. Failure to make the Advertiser's order correspond in price with the rate schedule is regarded only as a clerical error, and publication is made and charged according to the terms of the schedule in force without further notice.

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Advertiser and/or Agency warrants that all the information contained in the leads shall remain confidential, and shall not be disclosed and/or made available for use by any third party through any means including, but not limited to, sale, rental or transfer. In the event of a breach of this confidentiality provision by Advertiser and/or Agency, NPC shall be entitled to injunctions, both preliminary and final, without bond or security, and such remedies shall be in addition to all other remedies available to NPC, including, but not limited to, a claim for damages. No leads will be delivered until NPC receives payment in full.

DEADLINES: If materials (including but not limited to copy, artwork, negatives, disks, and ad approval) are not received by NPC by the due date, NPC is authorized to substitute available materials or previously run materials in its place or delete the space and charge the Advertiser for the full cost for the space.

PAYMENT: An Agency warrants: (a) that it has full power and authority to enter into this Agreement on behalf of Advertiser; (b) that Advertiser has been made aware of and has agreed to its joint and liability hereunder; and (c) that nothing in this Agreement shall be construed to establish a principal-agent relationship between NPC and Agency. Amounts due under this agreement not received within NPC's payment terms may be rebilled directly to the Advertiser, who will be held responsible for payment. This Agreement may not be canceled or terminated by the Advertiser and/or Agency for any reason. The net amount is non-refundable. The Advertising Agency and Advertiser assume and agree to pay the charges specified in the Media Kit for advertising published at their direction. In the event the Advertiser and/or Agency default in payment of bills, the Advertiser and/or Agency will be jointly liable for all fees and sums of collection, including but not limited to, reasonable attorney's fees and court costs incurred by the Publisher in the collection of said bills. If a credit card is used for payment, Advertiser and/or Agency agrees that NPC may charge the net amount to the credit card provided. An agency commission of fifteen percent (15%) is given to Publisher-recognized agencies if payment is made within the Publisher's payment terms. All outstanding account balances shall be subject to a one and one-half percent (1.5%) monthly finance charge and all invoices past terms shall be subject to a twenty percent (20%) late fee. **PAYMENT NET 30 DAYS.**

INDEMNITY: Advertiser and/or Agency assumes sole responsibility for the materials provided to NPC and shall indemnify NPC for any claims arising against NPC including, but not limited to, claims for defamation, rights of privacy, unfair competition, trademark and copyright infringement, is or is likely to be misleading or deceptive or in violation of any applicable law, regulation, statute, or guideline. NPC may assign any of its rights or obligations under the Agreement to any third party at any time without notice to the Advertiser. The Advertiser may not assign any of its obligations under the Agreement without prior written consent of NPC. The Advertiser must notify NPC in writing within 7 days of any change of ownership of the Advertiser and fully indemnifies NPC against any loss or damage suffered by NPC as a result of the Advertiser's failure to notify NPC of such change. The Agreement shall not be amended except by a document in writing signed by the parties. If any provision of the Agreement is held invalid or unenforceable, its invalidity or unenforceability will not affect any other provisions of this Agreement. If, for any reason beyond the control of NPC including, but not limited to the result of fire, flood, blackout, industrial action, theft, sabotage or equipment breakdown, NPC cannot complete its obligations under the Agreement, NPC shall be entitled to delay performance of the Agreement or terminate the Agreement at its absolute discretion and the Advertiser shall not make any claim for loss or damages in respect of such delay or termination.

RESOLUTION: Every dispute concerning the interpretation, effect, or breach of this Agreement shall be resolved in the courts of Sarasota County, State of Florida and is governed in accordance with the laws of the State of Florida. If The Publisher is forced to take legal action to enforce or interpret the provisions of this Agreement, all costs, including but not limited to, collection fees, attorneys' fees, travel expenses, court costs, and any post-judgment collection fees, shall be the sole responsibility of Advertiser and/or Agency.