

Your Coastal Market & Classified Contact:

Beth Chamberlain
1-866-307-3600
770-888-7456 phone • 770-844-7117 fax
8460 Woodland View Drive
Gainesville, GA 30506
beth_chamberlain@bellsouth.net

Send all orders to:

Beth Chamberlain
(See contact information above)

NOTE: All orders, whether direct or through an agency, must have a legal street address and phone number.

Send materials to:

COASTAL MARKET

E-mail: meagan_yeilding@timeinc.com
Mail: Coastal Market
Attn: Meagan Yeilding
2100 Lakeshore Drive
Birmingham, Alabama 35209
205-445-8852
(phone number listed above to be used for shipping purposes only)

CLASSIFIED

Beth Chamberlain
(See contact information above)

Method of payment:

COASTAL MARKET

Direct accounts or agencies who are submitting ads for "Coastal Market" and who have not established credit with *Coastal Living* (Southern Progress Corp.), must submit cash with order by the closing date. Example: July/August issue closes April 25.

Advertisers wishing to establish credit must submit three commercial references (preferably non-bank) to:

1271 Avenue of the Americas
Credit Dept., 5th Floor
New York, NY 10020-1393
212-522-2239 phone • 212-522-0484 fax

Submission does not constitute approval, but if adequate time for credit evaluation is allowed, credit can be established.

CLASSIFIED

Babs Consulting, Inc. and COASTAL LIVING Magazine are not responsible for typo or graphical errors or response.

PREPAYMENT IS REQUIRED FOR ALL ADS.

Email: beth_chamberlain@bellsouth.net
or phone 866-307-3600 fax 770-844-7117.

COASTAL LIVING MAGAZINE 2008 ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in *Coastal Living Magazine* (the "Magazine") published by Time Inc. (the "Publisher").

■ Rates are based on average total audited circulation, effective with the issue dated January/February 2008. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.

■ The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified.

■ Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

■ The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

■ The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

■ All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions of the Magazine and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions of the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

■ In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

■ No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

■ The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

■ Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

■ Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

■ Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

■ Special advertising production premiums do not earn any discounts or agency commissions.

■ The Magazine is subject to Time Inc.'s standard 2008 issue-by-issue tally (IBIT) pricing system.

COASTAL LIVING MAGAZINE 2008 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

■ Circulation delivery of *Coastal Living Magazine* (the "Magazine") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of the Magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the Magazine's Publisher's Statement (issued by the Audit Bureau of Circulations (ABC) for the first and second half of the 2008 calendar year) and the published total circulation rate base as set forth in the Magazine's rate card.

■ In order to permit advertisers to apply earned IBIT credit in a timely manner, ABC Publisher's Statements are used to calculate IBIT credit. The calculation will be made following the issuance of the Publisher's Statements for each six month ABC reporting period.

■ Total audited circulation for the Magazine is comprised of paid plus verified. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.

■ If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: \$100,000 x (3% - 2%) = \$1,000.

■ IBIT credit must be used against future insertions not yet ordered or booked, must be applied at the Magazine and must be used within 12 months after the issuance of the Publisher's Statements for the ABC reporting period in which the credit was earned. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.

■ IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the Magazine on IBIT credit.

■ IBIT credit may be applied to production charges.

■ The Magazine will not refund IBIT credit as cash.

■ Only full-run circulation advertising in regular issues as reported in Paragraph 3 of the Publisher's Statements issued by ABC are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of the Magazine (including those listed in Paragraph 3 of the ABC Publisher's Statements) and (b) any issues specifically excluded from being eligible for IBIT per the Magazine's rate card.

■ None of barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.

jump in!

[the response feels great.]



COASTAL MARKET & CLASSIFIED RATES

RATE CARD #12 2008 GUARANTEED RATE BASE 650K
EFFECTIVE JAN/FEB 2008 FREQUENCY 10X/YEAR
MEASURED BY MRI, MENDELSON, & J.D. POWER

life. savor.



CLOSE	10/25 ⁰⁷	12/26 ⁰⁷	1/25 ⁰⁸	2/25	3/25	4/25	6/25	7/25	8/25	9/25
ON-SALE	1/2 ⁰⁸	2/26	4/1	4/29	5/27	7/1	8/26	9/30	10/28	11/25
	JAN/FEB	MAR	APR	MAY	JUN	JUL/AUG	SEPT	OCT	NOV	DEC
	ISSUE #01	ISSUE #02	ISSUE #03	ISSUE #04	ISSUE #05	ISSUE #06	ISSUE #07	ISSUE #08	ISSUE #09	ISSUE #10

COASTAL MARKET SIZES

	full	2/3	1/2	1/3	(Double-column sizes available. Contact sales rep for pricing.)	1 col. x						
						5"	4"	3"	2 1/2"	2"	1 1/2"	1"
4C 	\$35,010	\$23,560	\$19,780	\$11,940		\$6,660	\$5,690	\$4,390	\$3,570	\$3,050	\$2,390	\$1,610
2C 	32,280	21,720	18,240	11,010		\$6,140	\$5,250	\$4,050	\$3,290	\$2,810	\$2,210	\$1,480
B/W 	28,010	18,850	15,830	9,550		5,330	4,550	3,520	2,850	2,440	1,910	1,290

NON-BLEED	W	H	H	V	H	V
	7.0"	10.0"	7.0"	5.0"	4.625"	2.25"
			4.625"	10.0"	5.0"	10.0"

• Printing process: Web Offset
• Binding style: Perfect

1 column measures 2 1/4" wide.
2 column measures 4 5/8" wide.
Minimum depth of double-column ad is 2".

OTHER 2008 RATE INFORMATION

Catalog Shopper:

Mar, 1/6 pg., 4-color\$6,660

Shore Buys:

Apr. & Sept., 1/9 pg., 4-color ...\$4,390

Shore Buys for the Holidays:

Oct. & Nov., 1/9 pg., 4-color....\$4,390

Commissions:

15% for recognized agencies only.

Billing Date:

20th of the month preceding the publication month. Coastal Market only.

CLASSIFIED RATES

(Available every issue. Minimum \$180.00 or 12 words.)

RATE PER WORD

text	\$15.75/word
bold	\$1.50/word
ALL CAPS	\$1.50/word
BOLD ALL CAPS	\$3.00/word
Online listing on coastalliving.com	25% of print ad cost

NOTE: Advertiser's opting for an online upgrade receive their Web site address listing in color within the magazine.

NOTE: The first word of each ad will always be **BOLD ALL CAPS** at no additional charge.

Counting Words:

One or more characters divided by a space, legitimately hyphenated words, zip codes, phone numbers, "plus" sign (+), and ampersand (&) count as one word (No exceptions). Two-name cities/states and words separated by a slash (/) count as two words, and will

be edited as such (Example: 2BR/2BA = 2BR, 2BA). The Publisher reserves the right to edit ads for consistency. (Ex: Two-letter state abbreviations will be used in all ads containing a state name, except where it is part of the company name.)

Commissions:

No agency commission allowed for Classified advertising.

Frequency Discounts:

10% discount with advance payment of three consecutive ads before the closing date of the issue. 15% discount with advance payment for a full year.

digital specifications

Media:

- CD (please label all materials)

Acceptable Ad Formats:

- Quark application files (include supporting files and fonts)
- TIFF, EPS, and JPEG formats accepted.
- Adobe Illustrator application or EPS files (include fonts or convert fonts to paths)
- High resolution PDF files accepted.

Label Requirements:

Publication name, issue and date, agency name, agency phone, advertiser, vendor name, file name/number, print window of the directories on media. (Disks will not be returned unless labeled with return address.)

Document Construction:

- Build document to ad size purchased.
- All high resolution images, artwork, and fonts must be included when the file is created.
- Use only Type 1 fonts. Use stylized fonts only; DO NOT apply style attributes to fonts within the program.

- All colors must be CMYK unless color will be printing as a spot color. Total area density should not exceed the SWOP standard of 300%. No RGB images allowed.
- Do not nest EPS files within other EPS files.
- All elements must be placed at 100% size. Do not rotate or crop images within Quark. This must be done in original application, i.e. Illustrator, Photoshop, etc., prior to placing.
- Place 6mm 5%, 25%, 50%, 75%, 100% CMYK patch strip on left of document plate.

- Registration offset must be set to 30 pts.
- All required trapping must be included in the file.

Proofs:

All ad submissions must include a hard copy color proof. Proof is used to check general document layout, not for accurate color match. However, if a color match is desired but unattainable by the advertiser, please contact your Coastal Market Sales representative for assistance. If a proper color proof is not supplied, Publisher cannot be held responsible for a faithful match.

Materials Deadlines:

All advertising materials must be received by the closing date. Example: Materials for the July/August issue must be received by April 25. Advertisers will be invoiced at Publisher's cost for all preparation charges.

Retention of Materials:

Artwork will be returned upon request. All artwork/advertising materials will be automatically discarded after one year following use unless Publisher is notified to the contrary.

Need help creating your Coastal Market ad?

Coastal Market offers a designer referral program to assist you in creating your display ad. Please call for details.