

## Top of Mind Awareness Program Guidelines

Prices based on a 3 inch and 4 inch ad

### One Year Commitment

Effective January 1, 2012

Top of Mind Awareness ads can be 3 and 4 inch ads. See rates below. Name and logo must comprise a minimum of 50 percent of the ad space. No couponing. Price/product ads are not allowed. Use one of the contract levels below to meet your marketing needs.

3 Inch Ad							
Advertisers Initials	Insertions Per Week	Column Inch Rate	Monthly Investment	Annual Investment	Selling Impressions	Investment at Open Rate	Program Savings
_____	3	\$7.75	\$302.25	\$3,627	11,356,800	\$7,488	\$3,861
_____	4	\$7.50	\$390.00	\$4,680	15,142,400	\$9,984	\$5,304
_____	5	\$7.25	\$471.25	\$5,655	18,928,000	\$12,480	\$6,825
_____	6	\$7.00	\$546.00	\$6,552	22,713,600	\$14,976	\$8,424
4 Inch Ad							
Advertisers Initials	Insertions Per Week	Column Inch Rate	Monthly Investment	Annual Investment	Selling Impressions	Investment at Open Rate	Program Savings
_____	3	\$7.25	\$377.00	\$4,524	11,356,800	\$9,984	\$5,460
_____	4	\$6.75	\$468.00	\$5,616	15,142,400	\$13,312	\$7,696
_____	5	\$6.25	\$541.67	\$6,500	18,928,000	\$16,640	\$10,140
_____	6	\$5.75	\$598.00	\$7,176	22,713,600	\$19,968	\$12,792

Top of Mind Awareness ads can be 3 or 4 inch ads. Name and Logo must comprise 50% of the ad space. No couponing. Price/product ads are not allowed.

Advertiser agrees to purchase the advertising program as designated by the authorized initials adjacent to the program selected. Should the advertiser fail to meet the expenditure commitment at the end of the specific contract period, the advertiser's rate for all space used during the contract period shall be modified to the corresponding calendar-year rate, associated with the lineage volume attained, as indicated in the Butler Eagles' current rate card. The difference will be billed to the advertiser.

Advertiser: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Advertiser Representative: \_\_\_\_\_ Date Contract Effective: \_\_\_\_\_

By signing below, I have read, understand and consent to the Personal Guaranty plus the terms and conditions below:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Account Executive: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advertising Manager: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Pricing and merchandising are not allowed in TOMA ads. All copy and designs are subject to approval.

Ad copy may be changed monthly.

If Advertiser fails to fulfill this agreement for any reason, including timely payment of invoices, advertiser will be rebilled for all space at current rates, as set forth in current rate card.

Advertiser is bound by all other terms and conditions as stated in the Butler Eagles' current rate card.

***If You Don't Come to Mind, They Won't Come to You!***