

Used Car News

24114 Harper Avenue, St. Clair Shores, MI 48080 • 800-794-0760 • Fax: 586-772-9400 • www.usedcarnews.com

2010 Print Advertising Agreement

Advertiser Info

Contact name: _____

Company name: _____

Billing Address: _____

Phone: _____

Fax: _____

Email: _____

Ad Space info

Ad Size: _____

Color: Yes No (circle one)

Total Number of Ad Insertions: _____

Total Ad Rate (per insertion): _____

Credit Card Info

By providing the credit card info below, the advertiser agrees to have ad costs paid by this account as of the individual insertion invoice dates.

Credit Card (circle one) MC Visa AMEX

Card # _____ Exp. _____

2010 Issues

Check All Issues Included In This Agreement

<input type="checkbox"/> Jan. 4	Forecast	<input type="checkbox"/> July 5	Post-NIADA Coverage
<input type="checkbox"/> Jan. 18	Moving Metal (Transportation Focus)	<input type="checkbox"/> July 19	AutoYard-Salvage Focus
<input type="checkbox"/> Feb. 1	Finance Focus	<input type="checkbox"/> Aug. 2	E-commerce Focus
<input type="checkbox"/> Feb. 15	NADA Convention Distribution	<input type="checkbox"/> Aug. 16	Auto Auction Favorites
<input type="checkbox"/> March 1	CAR/NAAA/IARA	<input type="checkbox"/> Sept. 6	NAAA Convention Distribution/ Auction Families
<input type="checkbox"/> March 15	New Product Spotlight*	<input type="checkbox"/> Sept. 20	NAAA Post-Convention Coverage
<input type="checkbox"/> April 5	Spring Market Update	<input type="checkbox"/> Oct. 4	Factory Focus
<input type="checkbox"/> April 12	Data Source Book (<i>Annual Reference</i>)	<input type="checkbox"/> Oct. 18	Today's Used Car Professional
<input type="checkbox"/> April 19	The Rules of the Game - How the industry has changed	<input type="checkbox"/> Nov 1	Walk the Lot - What cars should you be featuring NOW?
<input type="checkbox"/> May 3	NABD Convention Distribution	<input type="checkbox"/> Nov 15	BHPH Spotlight*
<input type="checkbox"/> May 17	Summer Reading Guide	<input type="checkbox"/> Dec. 6	Holiday Gift Guide
<input type="checkbox"/> June 7	NIADA Convention Distribution/ Post-NABD Coverage	<input type="checkbox"/> Dec. 20	Year in Review
<input type="checkbox"/> June 21	Warranty/Insurance Focus		

* Indicates free editorial for that issue

Payment Terms

This agreement offers the advertiser the rates shown on the previous page. If the advertiser does not fulfill the terms of the agreement and the UCN advertising placement policies, all published insertions will be charged retroactively at the appropriate rate shown on the 2010 UCN advertising rate sheet. If this rate is higher than what the advertiser already has been charged, the difference will be due immediately.

Invoices are dated on the issue date. Invoices are due and payable upon receipt in U.S. funds drawn on a U.S. Bank. All amounts unpaid after the 30-day due date will be charged an additional 2% fee, which will be added to the unpaid balance each month.

If the advertiser becomes excessively delinquent in its payments, as determined by the Publisher, further ad insertions may be limited or curtailed, and those already published may be charged at the appropriate rate on the 2010 UCN advertising rate sheet.

Advertising space deadline is 5 p.m. ET, Friday (10 days prior to publication date). Advertising cancelled after then will still be charged and invoiced, whether or not an ad actually is published. Publisher is not responsible for errors or omissions on any ad materials received or created after deadline.

Short Rate Policy

Advertising rates are based on the total number of insertions placed in a publication during the calendar year, or during the length of the advertising contract. Rates for 24 insertions are the lowest, while the open rate (for one or two insertions) is the highest. There are also 3X, 6X, and 12X rates. This rate schedule rewards the most-frequent advertisers with the lowest rates.

Occasionally, the Publisher will allow an advertiser to take advantage of a higher frequency/lower cost rate than the advertiser would technically qualify for. However, if the advertiser does not complete its full schedule, Used Car News may apply the proper frequency rate and bill the advertiser for the difference. For example, if the advertiser agreed to run 12 ads but cancelled its contract before the 12th insertion, the advertiser would be obligated to pay the applicable 6X rate. The price of each insertion, including those already published and previously billed at a lower rate, would be raised to the higher rate. In many cases, it is less expensive for the advertiser to continue its contract rather than pay the short rate for the reduced number of insertions.

This system of lower rates for higher frequencies, and the application of short rates, are considered standard practices in publishing and advertising. By accepting a higher frequency/lower cost rate for its insertions, an advertiser agrees to pay the applicable higher rate if it does not fulfill the agreement.

By signing this agreement, the advertiser agrees to the terms stated above, and the UCN Ad Representative (on behalf of the Publisher) agrees to extend the rates shown on the previous page.

Advertiser Signature: _____ Date _____

UCN Ad Rep. Signature: _____ Date _____

Please fill out and sign, then return via fax to UCN Ad Rep.
UCN fax: **586-772-9400**