

# Turbomachinery<sup>INTERNATIONAL</sup>

## 2017 MEDIA PLANNER



### PRINT

Turbomachinery Magazine  
Turbomachinery Handbook

### ONLINE

TurbomachineryMag.com  
Turbomachinery Newsletter  
TurboHandbook.com

**The Technology and Business Beacon for Readers Worldwide**

# Turbomachinery<sup>INTERNATIONAL</sup>

57  
YEARS

## UNMATCHED IN GLOBAL ENERGY TECHNOLOGY

### **Turbomachinery International Magazine**

Published 6 times a year and covers the latest industry news in the energy and industrial markets, including engineering breakthroughs in gas and steam turbines, compressors, expanders, pumps, combined cycles, instrumentation & control and all associated equipment and services in land, air and marine-based applications. Available in PRINT and ONLINE

### **TurbomachineryMag.com and TurboHandbook.com**

make up the Turbomachinery Information Hub — The primary information source providing users online, real-time access to the most current turbomachinery news, technology and products & services.

The annual **Turbomachinery Handbook** is the most complete PRINT and ONLINE reference catalog serving the turbomachinery markets. In addition to in-depth forecasts of turbomachinery markets, it provides a comprehensive list of manufacturer machine specifications and a searchable directory of over 800 product and service vendors. Based on a recent survey of 1,000 subscribers, 78% find the Handbook a valuable source of suppliers and equipment specifications. Some 57% refer to the Handbook 8-15 times annually when researching new suppliers. **To get listed in the online and printed Handbook, go to [www.TurboHandbook.com](http://www.TurboHandbook.com)**

The **Turbomachinery Newsletter**, published twice weekly, is the definitive aggregated source of breaking news that often scoops the general media. It features technical articles, industry commentary, product announcements and value-added expert opinion in the energy and turbomachinery markets worldwide.

Complimenting the newsletter is the **Turbomachinery Blog**. It hosts a knowledgeable staff of industry experts who regularly post news and commentary, a searchable archive of past newsletters, sponsored links, new projects and engineering breakthroughs.

## THE GLOBAL RESOURCE OF ENERGY EQUIPMENT

“ I read the issue from cover to cover. You are doing a great job with these articles.”  
—Herb Sirois, Foster Cove Engineering

“ **Turbomachinery International** remains my favorite to read by far (there really isn't even a close 2nd).”

—Dave Pincince, Turbocam

“ Congratulations on the latest issue of the magazine. I have noticed the steady increase in the quality and variety of articles that are being contributed. You are to be commended.”

— Septimus van der Linden, President of Brulin Associates

“ Keep up the good work.”

—Dr. Dara Childs, Director,  
Turbomachinery Lab, Texas A&M

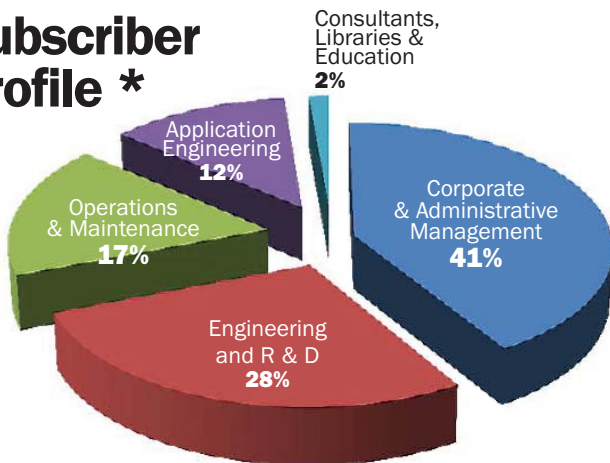
# Turbomachinery International

## INDUSTRY'S TECHNOLOGY AND BUSINESS BEACON FOR READERS WORLDWIDE

### #1 in Readership

Decision makers rely on us to keep them informed of the latest engineering feats, technology breakthroughs and new products and services. **Turbomachinery International** was rated "very valuable" based on a recent online readership study of 500 readers. No competing industry magazine mentioned in the study attained that level of appreciation.\*\*

### Subscriber Profile \*



### 9 out of 10

subscribers have a level of involvement in purchasing decisions

**PRINT**  
**11,000**  
Magazine and Handbook Subscribers

**3.1** pass-along readership for every subscriber, twice as high as the competition's

Over **100** companies post **Turbomachinery International** articles on their websites

**DIGITAL**  
**4,000**  
Magazine and Handbook Subscribers

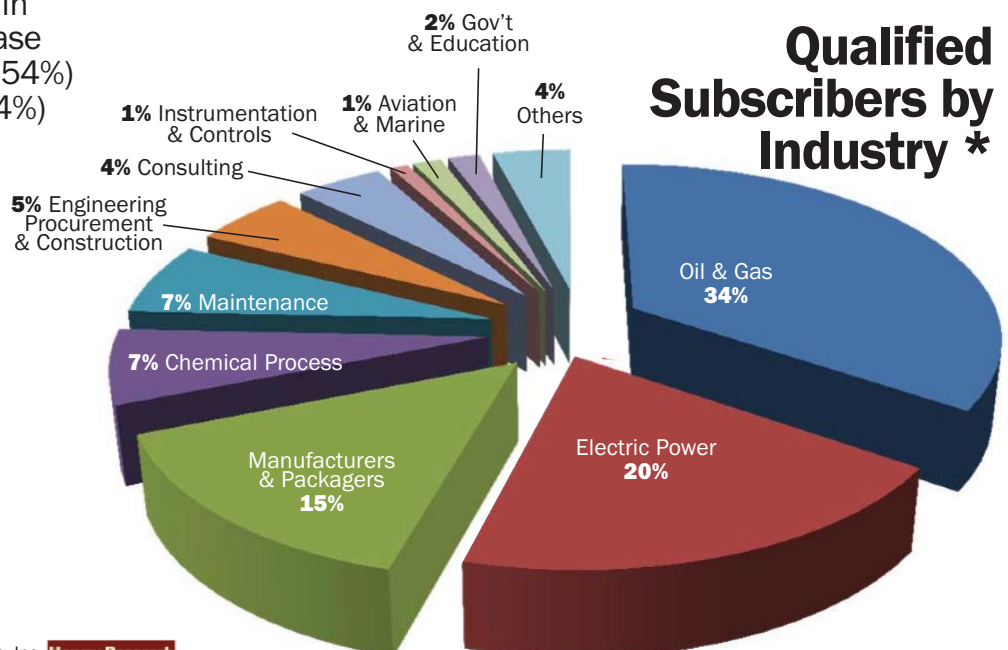
**14,000**  
Newsletter Subscribers

### HOMEPAGE

**10,170** Average Monthly User Sessions  
**16,277** Average Monthly Page Views

Over **61%** are involved in making the decision to purchase machinery, followed by parts (54%) and maintenance services (44%)

### Qualified Subscribers by Industry \*



Placing your ad in **Turbomachinery International** guarantees your message will be seen by over 61,000 professionals who read **Turbomachinery International** regularly in print or online.

List your company in the **2018 Turbomachinery Handbook**, and use Custom Webcasts, Whitepapers, the Turbomachinery Newsletter and other online services to position yourself as a “knowledge leader” in the turbomachinery markets.

### TURBOMACHINERY INTERNATIONAL HANDBOOK

The #1 ONLINE and PRINT source of product & service suppliers to the turbomachinery industries.

It serves suppliers who want to reach those who:

- Plan
- Engineer
- Construct
- Own
- Manage
- Operate and maintain global energy plants.

#### What's in the Handbook?

A detailed Company Directory, complete with:

- Contact information
- Text description of each company
- Categories providing a cross-index of market segments and related equipment and services
- Machinery specifications for all the major OEMs
- Market analyses by experts in the field

#### Benefits of being listed

- Immediate Online exposure to over 100,000 specifiers of equipment and products & services worldwide
- Ability to update your listing at any time
- Distributed at EVERY major Turbomachinery Industry Trade Show, Conference & Exhibition and User Group Meeting we attend in 2017.

To get listed in the online and printed Handbook, go to [www.TurboHandbook.com](http://www.TurboHandbook.com)

### WHITE PAPERS

*Turbomachinery International's* White Paper Program markets your company's white paper to global professionals who specify, maintain and purchase gas and steam turbines, compressors, expanders, pumps, and all associated land- and marine-based equipment and services. We guarantee you will receive qualified, high-quality sales leads.

### WEBSITES

TurbomachineryMag.com and TurboHandbook.com make up the Turbomachinery Information Hub — The primary information source providing users online, real-time access to the most current turbomachinery news, technology and products & services.

**TurbomachineryMag.com** includes the online editions of Turbomachinery International magazine and Handbook, editorial archives of past issues and newsletters, as well as company news, user groups, white papers and industry links.

**TurboHandbook.com** for online exposure to 100,000 specifiers of equipment and products & services worldwide

### CUSTOM WEBCASTS

Turbomachinery International's live and on-demand Webcast program generates highly qualified, active leads while presenting your technology expertise to industry professionals and decision makers most interested in your products and services. The program:

- Broadens your sales and marketing pipeline
- Boosts lead generation, sales and revenue
- Improves your web and social presence, while enhancing your overall brand image.

#### A Direct Marketing Platform

Webcast sponsorships include a one-hour live stream. They are promoted through several sales channels:

- Print Advertising 1/2Page
- Online Advertising
- Targeted e-blast
- Newsletter

The on-demand recording of the live event is posted and archived on TurbomachineryMag.com for 12 months, and you receive registrant details.

JANUARY FEBRUARY	MARCH APRIL	MAY JUNE	JULY AUGUST	SEPTEMBER OCTOBER	HANDBOOK 2018	NOVEMBER DECEMBER
Ad Close: Jan 23 Ad Due: Jan 30	Ad Close: March 13 Ad Due: March 20	Ad Close: May 1 Ad Due: May 8	Ad Close: June 5 Ad Due: June 12	Ad Close: Aug 7 Ad Due: Aug 14	Ad Close: Sept 28 Ad Due: Oct 5	Ad Close: Nov 10 Ad Due: Nov 17
Turbomachinery Controls	LNG; Enhanced Oil Recovery	Turbomachinery Maintenance	Gas Turbine Innovation	Centrifugal Compressors	<b>Specifications</b> Gas & Steam Turbines Compressors Expanders Combined Cycle Mechanical Drive Marine	Combined Cycle Plants
Magnetic Bearings	Gas Turbines	Extending Life Cycles	IGCC, Nuclear	Oil & Gas, LNG	<b>Market Analyses</b> Gas Turbines U.S. Power Industry • Compressors	HRSGs
Cogeneration	Blades, Vanes & Bearings	Alignment, Cleaning	Microturbines	Hydrogen & CO <sub>2</sub>		Expanders
Seals Generators/Motors	Centrifugal Compressors	Inspection, Borescopes	Controls, Uprates & Retrofit	API Standards	<b>Directories</b> Manufacturers Supplier & Service Providers Product Categories	Heat Exchangers
Steam Turbines	Turbine Inlet Cooling	Recuperators	Software CFD, CAD, FEA	Turbocompressor Maintenance		Pumps, Seals & Valves
HRSGs	Filtration, Silencers	Water Wash Systems	Instrumentation & Controls	Gears, Variable Speed Drives	Microturbines	Vibration & Lubrication
Computer-Aided Engineering	Deep Sea Platforms	Inlet Air Cooling	Sensors & Transducers	Electric Drive Systems	Predictive Maintenance	
Parts & Service	Plant Safety	Clean Combustion	Valves: Fuel, Lube Oil, Steam	Lubrication & Bearings	Fuel Cells	
Packaging	Offshore & Marine	Low NOx & Anti-Icing	Steam Turbines	Casting, Forging, Fabrication	Parts & Service	
Big Data		ISO Review	Fire Fighting	Materials & Coatings	Industrial Internet	
<b>POST SHOW REPORT</b> PowerGen International	<b>POST SHOW REPORT</b> Asia Turbo Symposium  GE Oil & Gas Annual Meeting	<b>POST SHOW REPORT</b> Electric Power  WTUI & CTOTF	<b>POST SHOW REPORT</b> ASME/IGTI Turbo Expo	<b>POST SHOW REPORT</b> PowerGen Europe	<b>POST SHOW REPORT</b> Turbomachinery Symposium	

### IN EVERY ISSUE

Executive Q & A | Industry News | Turbo Tips | Myth Busters | New Products & Services

#### BONUS DISTRIBUTION

Western Turbine Users, Inc.  
March 19 - 22  
Las Vegas, NV

Combustion Turbine Operations  
Technical Forum  
April 23 - 27  
Orlando, FL

PowerGen India & Central Asia  
May 17 - 19  
Delhi, India

#### BONUS DISTRIBUTION

Electric Power Conference & Exhibition  
April 10 - 13  
Chicago, IL

#### BONUS DISTRIBUTION

PowerGen Europe  
June 27 - 29  
Cologne, Germany

ASME/IGTI Turbo Expo  
June 26 - 30  
Charlotte, NC

#### BONUS DISTRIBUTION

PowerGen Asia  
September 19 - 21  
Bangkok, Thailand

#### BONUS DISTRIBUTION

Turbomachinery Symposium  
September 12 - 14  
Houston, TX

Pump Symposium  
September 12 - 14  
Houston, TX

#### BONUS DISTRIBUTION

Every major Turbomachinery Industry Trade Show, Conference & Exhibition and User Group Meeting we attend in 2017

#### BONUS DISTRIBUTION

PowerGen International  
December 5 - 7  
Las Vegas, NV

### Magazine and Handbook

ALL RATES NET – 4 COLOR OR BLACK & WHITE – IN U.S. DOLLARS  
 FULL PAGE UNITS INCLUDE BLEED AT NO EXTRA CHARGE

#### RATES

AD UNIT	1x	3x	6x
Full page	\$5,884	\$5,590	\$5,311
2/3 vertical	\$4,774	\$4,631	\$4,492
1/2 island, horizontal, vertical	\$4,378	\$4,159	\$4,007
1/3 square, vertical	\$3,557	\$3,201	\$3,028
1/4 page	\$2,796	\$2,574	\$2,434
1/6 page	\$840	\$840	\$840

#### PREFERRED POSITION RATES

Non-cancellable. Covers are a yearly contract, four-color only.

	Magazine	Handbook
2nd cover	Add \$400	Add \$600
3rd cover	Add \$400	Add \$600
4th cover	Add \$450	Add \$960

#### MECHANICAL REQUIREMENTS

Page	Width		Depth	
	(inches)	(mm)	(inches)	(mm)
Space				
Full Page	7.0	178	9.75	248
Two-page spread	16.0	406	10.75	273
2/3 vertical	4.75	121	9.875	251
1/2 island	4.75	121	7.5	190
1/2 horizontal	7.25	184	4.75	121
1/2 vertical	3.5	89	9.875	251
1/3 square	4.75	121	4.75	121
1/3 vertical	2.25	57	9.875	251
1/4 page	3.5	89	4.75	121
1/6 page	2.25	57	4.75	120

#### BLEED (Actual magazine size)

##### 2 page spread bleed:

(U.S.) 16.5" wide x 11" length trims to 16" x 10.75"  
 (Metric) 420 mm wide by 280mm length trims to 407mm by 273 mm

##### 1 page bleed:

(U.S.) 8.25" x 11" trims to 8" x 10.75"  
 (U.S.) Leave 0.25" safety all around the live matter  
 (Metric) 210 mm wide by 280mm length trims to 203mm by 273 mm

#### PRODUCTION & PRINTING INFO

##### Format:

Hi-Res, printer-ready, **PDFx1a:2001** files ONLY.

One ad ONLY per **PDFx1a:2001** file accepted.

**(Spreads must be separated as two separate PDF files and marked for left and right with bleed on all four sides, a combined file must also be sent.)**

##### Naming Requirements:

When naming your ad file for your company BrandX, for example, name it with the magazine name and issue date, i.e. BrandX\_Turbomachinery International\_January 2017.pdf. Ensure that your file name does NOT contain any spaces or special characters.

##### Hi-Res PDFx1a:2001 files must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale) Never RGB or LAB or embedded color profiles.
3. All spot colors MUST be converted to CMYK. NO file with PMS colors accepted.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.

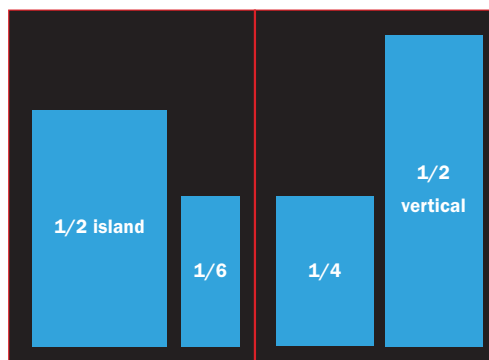
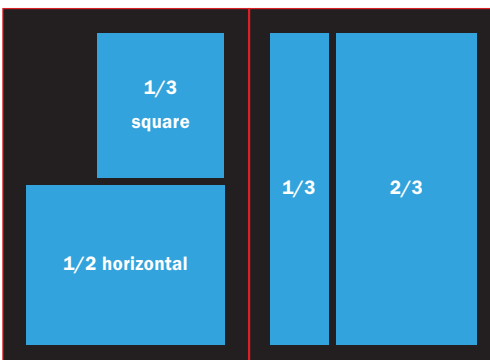
##### ONLY ACCEPTED PROOFS for 4 color ads:

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. SINCE CLIENT WILL NOT BE ABLE TO SIGN OFF ON THE PROOF MADE, THE PUBLICATION IS NOT RESPONSIBLE FOR COLOR OF PROOF. Publication is not responsible for files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and/or problems with supplying a digital format, please contact the Production Dept. Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention. A color/content proof must be supplied.

#### EMAIL Advertising Materials to: [Peggy.Eadie@ubm.com](mailto:Peggy.Eadie@ubm.com)

Peg Eadie, Production Manager  
 Turbomachinery International  
 535 Connecticut Ave, Suite 300  
 Norwalk, CT 06854 U.S.A.  
 Tel: 203-523-7064



**Insert Rates** On request

#### List Rentals

E-mail your message to a targeted, pre-specified list of qualified professionals worldwide. It's a fast, easy and inexpensive way to broaden your exposure and recognition.



### Newsletter



### Website



## 2017 Online Advertising Rates

### Website, Newsletter including Blog

Only file formats accepted for digital advertising are JPG, PNG or GIF.

#### Digital Newsletter

Location	Size	Rate (Monthly)	Rate (Yearly)	Notes
Leaderboard	640x100px	\$1,500	\$16,000	Twice Weekly
Skyscraper	140x600px	\$1,000	\$10,000	Twice Weekly
Full Banner	480x100px	\$800	\$8,000	Twice Weekly
Bottom Leaderboard	640x100px	\$800	\$8,000	Twice Weekly

#### Website

Location	Size	Rate (Monthly)	Rate (Yearly)	Notes
Leaderboard	940x100px	\$1,000	\$10,000	All pages
Skyscraper	240x600px	\$800	\$8,000	All pages
Rectangular Banner	620x150px	\$600	\$6,000	Homepage Only
Sidebar Rectangles	240x300px	\$600	\$6,000	Homepage Only
Footer Buttons	180x100px	\$300	\$3,000	Homepage Only
In Blog Banner	620x150px	\$300	\$3,000	Blog Only
Pop-Up	640x640px	\$1,000	\$15,000	Homepage Only

**Turbomachinerymag.com** has been designed to serve the information needs of engineers and technical decision makers. It includes the online edition to **Turbomachinery International** magazine and Handbook, editorial archives of past issues of the magazine and Handbook, as well as company news, user groups, white papers and industry links. **Turbomachinerymag.com** offers excellent opportunities to attract potential customers to your site.

**The audience** – more than 15,000 user sessions per month and 30,000 page views – has grown by over 50% in the past year and continues to grow.

**Banner Ads** – Increase your recognition; link potential customers to your site.

**Sponsorships** – Own an on-site product or service category in the *Turbomachinery Handbook*; reinforce your brand awareness.



## TURBOMACHINERYMAG.COM The online component of your marketing strategy

Speak to your local sales representative and find out which opportunities best suit your needs.

### Website Advertising & Sponsorships

Partner with the industry's authoritative voice among turbomachinery users and suppliers worldwide.

**Banner** advertising includes standard formats and positions, including Leaderboard and Skyscraper.

We support Shockwave, Flash, Complex Animation, and User-Initiated Media and Sound.

**Sponsorships** are available for the Daily E-mail Newsletter and Blog as well as sponsored micro-sites.

Contact Richard Zanetti for more information at richard.zanetti@ubm.com, 203-523-7053



**SALES OFFICES**

**Northeast USA and Canada**

Richard Zanetti, Publisher  
535 Connecticut Ave  
Norwalk, CT 06854  
Tel: 203-523-7053  
E-mail: richard.zanetti@ubm.com

**West and Southwest USA**

Gerry Mayer  
5930 Royal Lane Ste #201  
Dallas, TX 75230  
Tel: 972-816-3534  
Fax: 972-767-4442  
E-mail: gm@mayeradvertising.com

**Southeast and Midwest USA**

Florence L. Oreiro  
Hobe Sound, FL 33475  
Tel: 772-288-7302  
E-mail: turbomach@comcast.net

**UK, Scandinavia, Benelux, Italy, France**

Ferruccio Silvera  
Viale Monza 24  
20127 Milano, Italy  
Tel: 39-022846716  
Fax: 39-022893849  
E-mail: ferruccio@silvera.it

**Germany, Austria, Switzerland**

Sven Anacker  
InterMediaPartners GmbH  
Beyeroehde 14  
D-42389, Wuppertal, Germany  
Tel: 49-202-271-690  
Fax: 49-202-271-6920  
E-mail: sanacker@intermediapartners.de

**Japan**

Yoshinori Ikeda, Managing Director  
Pacific Business, Inc.  
c/o Kayabacho 2-chome Bldg.,  
2-4-5, Nihonbashi Kayabacho, Chuo-ku Tokyo  
103-0025 Japan  
Tel: 81-3-3661-6138  
Fax: 81-3-3661-6139  
E-mail: pbi2010@gol.com

**India, Middle East**

Faredoon Kuka, Managing Director  
RMA media  
Twin Arcade, C-308  
Military Road, Marol  
Andheri (E), Mumbai-400059  
Tel: 91-22-6570-3081/82  
Fax: 91-22-2925-3735  
E-mail: kuka@rmamedia.com

**South East Asia**

Stephen Moore  
Intercedent Asia (Pte) Ltd.  
15 Queen Street, #03-01A Tan Chong Tower  
Singapore 188537  
Tel: 65-6222-7008  
Fax: 65-6222-9070  
Mobile: 65-9687-0420  
E-mail: stephen@intercedent-asia.com

**Korea**

Peter Kwon  
106-201 Dongbu Centreville Apt  
Donam-1dong  
Seongbuk-gu  
Seoul, Korea 136-061  
Tel: 82-2-416-2876  
Mobile: 8210-8223-2876  
Fax: 822-2202-9351  
E-mail: peterkwon@hanmail.net



THE FOLLOWING TERMS AND CONDITIONS (THE "STANDARD TERMS") SHALL BE INCORPORATED BY REFERENCE INTO ALL INSERTION ORDERS ("IO") SUBMITTED TO ADVANSTAR COMMUNICATIONS INC. ("ADVANSTAR") BY ADVERTISER OR ITS ADVERTISING AGENCY:

- A. Terms: Invoices are rendered on the publication date of each issue of a printed magazine, e-mail newsletter or digital edition of a magazine, and once per month in arrears for website advertising campaigns, and are due upon receipt.
- B. Advanstar holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to any magazines, e-newsletters or websites owned or operated by Advanstar. All past due payments may be re-invoiced directly to the Advertiser, who will be held fully responsible for payment.
- C. Agency commission: 15% of gross billings on space and premium positions. Production charges are not subject to agency commission. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Advanstar for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.
- D. Advanstar will not be bound by any terms, conditions or provisions appearing on IOs or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an IO and/or copy instructions and these Standard Terms, the Standard Terms shall control.
- E. Except as otherwise expressly provided in the IO, positioning of advertisements within an Advanstar magazine, e-newsletter, website or on any page is at the sole discretion of Advanstar. Advanstar may redesign or modify the organization, structure and/or look and feel of the magazine, e-newsletter, website or any other advertising product at any time and without notice. Further, Advanstar does not guarantee that access to its website will be uninterrupted or that the website or any ads placed on it will meet the Advertiser's requirements.
- F. Advertiser shall deliver to Advanstar the content, graphic images and other materials for the advertisement in a form and manner to be specified by Advanstar. Advanstar will not be required to publish any advertisement that is not received in accordance with the foregoing and reserves the right, at Advanstar's sole discretion, to charge Advertiser, at the rate specified in the IO, for inventory held by Advanstar pending receipt of acceptable materials from Advertiser, or to publish in substitution any prior advertisement submitted by Advertiser until such time as Advanstar can reasonably begin publication of the advertisement set forth in the IO.
- G. Each insertion order for an Advanstar web product shall specify: (a) the type(s) and amount(s) of Inventory to be delivered (e.g. impressions, clicks or other desired actions) (the "Deliverables"); (b) the price(s) for such Deliverables; (c) the maximum amount of money to be spent pursuant to the IO (if applicable), (d) the start and end dates of the campaign, and (e) the identity of and contact information for any third party ad server ("3rd Party Ad Server"), if applicable. Other items that may be included are but are not limited to: reporting requirements such as impressions or other performance criteria; any special advertisement delivery scheduling and/or advertisement placement requirements; and specifications concerning ownership of data collected. Advanstar will make commercially reasonable efforts to notify Advertiser or its Agency, if applicable, within two (2) business days of receipt of an IO signed by Advertiser if the specified inventory is not available. Advanstar will use commercially reasonable efforts to comply with the IO including all advertisement placement restrictions, requirements to create a reasonably balanced delivery schedule, and to provide within the scope of the IO, an advertisement to the Site specified on the IO when such Site is called up by an Internet user. Any exceptions must be approved by Advertiser in writing. Advanstar will use commercially reasonable efforts to provide Advertiser at least 10 business days prior written notification of any material changes to the Site that would change the target audience or significantly affect the size or placement of the advertisement specified in the affected IO. Should such a modification occur with or without notice, as Advertiser's sole remedy for change or notice, Advertiser may immediately cancel the remainder of the IO without penalty within the 10 day notice period. If Advanstar fails to provide such notification, Advertiser may cancel the remainder of the IO within 30 days of such modification, and in such case shall not be charged for any affected advertisements delivered after such modification. Advanstar will submit or otherwise make electronically accessible to Advertiser promptly after acceptance of an IO final technical specifications, as agreed upon by the parties. advertisement delivery shall comply with editorial adjacencies guidelines stated on the IO. Advanstar shall make reporting available as specified in the IO. Advanstar shall monitor delivery of the advertisements, and shall notify Advertiser either electronically or in writing as soon as possible if Advanstar believes that an under-delivery is likely. In the case of a probable or actual under-delivery, the parties may arrange for makegood consistent with these Terms and Conditions. In the event that actual Deliverables for any campaign fall below guaranteed levels, as set forth in the IO, and/or if there is an omission of any advertisement (placement or creative unit), Advertiser and Advanstar will make an effort to agree upon the conditions of a makegood placement either in the IO or at the time of the shortfall. Permanent or exclusive placements shall run for the specified period of time regardless of over-delivery, unless the IO establishes an impression cap for 3rd Party Ad served activity. Advertiser will not be charged by Advanstar for any additional advertisements above any level guaranteed or capped in the IO.
- H. All advertisements are accepted and published by Advanstar on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
- I. All contents of advertisement are subject to Advanstar's approval. Advanstar reserves the right to reject or cancel any advertisement, IO, URL link, space reservation or position commitment, at any time, for any reason whatsoever even if the advertising has been published previously by Advanstar. In the event of such occurrence, Advanstar shall return to Advertiser the amount of the booked value of the advertisement as Advertiser's sole remedy for any claims of loss or damage arising from such rejection or cancellation.
- J. Advertiser hereby grants Advanstar the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Advanstar is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Advanstar and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing

representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Advanstar.

- K. Advanstar shall not be liable for any omitted, misplaced, or mispositioned advertisements.
- L. An order for an advertisement in an Advanstar magazine or e-newsletter may be cancelled by Advertiser for any reason up to the issue's published ad close date (the "Close Date"). Advertiser will be responsible for, and hereby agrees to pay, orders cancelled after the Close Date, regardless of the date of ad placement.
- M. An order for an advertisement on any website owned or operated by Advanstar may be cancelled for any reason upon thirty (30) days written notice from the Advertiser.
- N. A 1/6 page ad is the minimum rate holder. (WILL VARY PER MAGAZINE)
- O. In the event Advertiser notifies Advanstar of a request and/or required change of copy (the "Copy Change") and Advertiser fails to deliver the Copy Change to Advanstar by the Close Date, Advertiser will forfeit such advertisement placement and Advertiser will be responsible to pay for the forfeited advertisement.
- P. Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.
- Q. Costs incurred by Advanstar for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any file modifications, creative or typography services provided by Advanstar.
- R. Advanstar will hold Advertiser's advertising materials for a maximum of one year from the date of the issue in which the ad last ran. Advanstar will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.
- S. Reader response inquiries are provided as a service. Advanstar disclaims all liability and responsibility for inaccuracies. Except as otherwise expressly provided in an IO accepted by Advanstar, Advanstar makes no guarantee with respect to usage statistics for any advertisement.
- T. Advanstar expressly disclaims any and all warranties, whether express or implied, including, without limitation, any implied warranties of merchantability or fitness for a particular purpose with regard to its advertising services, including any and all oral and written information communicated about such services. To the maximum extent permitted by applicable law, in no event shall Advanstar be liable for any consequential, incidental, direct, indirect, special, punitive, or other damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or other pecuniary loss) arising out of this agreement, even if Advanstar has been advised of the possibility of such damages. Because some states/jurisdictions do not allow the exclusion or limitation of liability for consequential or incidental damages, the above limitation may not apply to advertiser. In no case, and under no theory of law, shall Advanstar's liability for any error exceed the amount due or paid for the advertisement giving rise to aforementioned error. Notwithstanding the foregoing, Advanstar shall have no liability for (i) any failure or delay resulting from conditions beyond Advanstar's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser. In the event of a breach by Advertiser, Advanstar may terminate this Agreement immediately without notice or cure period, without liability to Advanstar. Either party may terminate this Agreement for convenience, with or without cause, upon thirty (30) days written notice to the other party. In the event of any termination, Advertiser shall remain liable for any amount due under an IO for advertisements delivered by Advanstar and such obligation to pay shall survive any termination of this Agreement. Under no circumstances shall Advanstar be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Advanstar's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement.
- U. Applicable if 3rd Party Server is used. Advanstar will track delivery through its ad server and Advertiser will also track delivery through its proprietary or subcontracted 3rd Party Ad Server whose identity is set forth in the IO. Advertiser may not substitute the 3rd Party Ad Server specified in the IO without Advanstar's prior consent. Advertiser and Advanstar agree to give reciprocal access to relevant and non-proprietary statistics from both ad servers, or if such is not available, provide weekly placement level activity reports to each other. In the event that Advanstar's ad server measurements are higher than those produced by the Advertiser's 3rd Party Ad Server by more than 10% over the invoice period, Advertiser will facilitate a reconciliation effort between Advanstar and 3rd Party Ad Server. Where Advertiser utilizes a 3rd Party Ad Server Advanstar will not bonus more than 10% above the Deliverables specified in the IO without prior written consent from the Advertiser. Permanent or exclusive placements shall run for the specified period of time regardless of over-delivery, unless the IO establishes an impression cap for 3rd Party Ad served activity. If a 3rd Party Ad Server is being used and Advertiser notifies Advanstar that the guaranteed or capped levels stated in the IO have been reached, Advanstar will use commercially reasonable efforts to suspend delivery. When applicable, 3rd Party Ad Server tags shall be implemented so that they are functional in all respects.
- V. These Standard Terms, together with IOs submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

Section headings are for convenience only and shall not be construed as part of this Agreement.