

2012 PUBLISHING SCHEDULE

Month/Theme	Display Deadline	News & Cal. Deadline	Classified Deadline	Print Post E-Ed	3rd Class Mailing	Bulk Mailing
January/Stallion '12	12/6/11	12/9/11	12/12/11	12/16/11	12/19/11	12/19/11
February/Camps, Colleges, Travel, Pets	1/10/12	1/13/12	1/16/12	1/20/12	1/23/12	1/23/12
March/Equipment	2/7/12	2/10/12	2/13/12	2/17/12	2/20/12	2/20/12
April/Previews	3/6/12	3/9/12	3/12/12	3/16/12	3/19/12	3/19/12
May/Spring Clean-up	4/3/12	4/6/12	4/9/12	4/13/12	4/16/12	4/16/12
June/Devon	5/1/12	5/4/12	5/7/12	5/11/12	5/14/12	5/14/12
July/Nutrition	6/5/12	6/8/12	6/11/12	6/15/12	6/18/12	6/18/12
August/Real Estate	7/3/12	7/6/12	7/9/12	7/13/12	7/16/12	7/16/12
September/Previews	8/7/12	8/10/12	8/13/12	8/17/12	8/20/12	8/20/12
October/Training	9/4/12	9/7/12	9/10/12	9/14/12	9/17/12	9/17/12
November/Prep for Winter, Gift Guide 1	10/2/12	10/5/12	10/8/12	10/12/12	10/15/12	10/15/12
December/Gift Guide 2	10/30/12	11/2/12	11/5/12	11/9/12	11/12/12	11/12/12
January/Stallion '13	12/4/12	12/7/12	12/10/12	12/14/12	12/17/12	12/17/12

ADVERTISING CONDITIONS

All reservations are made subject to the following conditions:

The forwarding of any order and/or advertising copy for publication is construed as an unqualified acceptance of all rates and conditions under which is at the time sold by the Publisher.

Camera-ready materials consist of completed ads in our dimensions, which require no editing. Tear sheets, faxes and photocopies ARE NOT camera-ready. Change of copy and cancellation of any advertisement will not be accepted after closing date of 3:00 p.m., 3 days prior to publication date. Cancellations after this date will be charged the full price of the ad. To receive a pre-publication proof, materials must be submitted 10 days prior to the display advertising deadline, and specify in writing that a proof is required.

Publisher shall not be liable for more than one incorrect insertion due to errors or omissions in or of any advertisement, for which it may be responsible, beyond the cost of the actual space occupied or to have been occupied by item in which error, omission or failure to insert occurred, and then to the extent of one "make good" insertion. Errors which do not lessen

the value of the item or items will not be corrected by "make good" insertion. Claims for adjustments must be made within one week of publication.

All property rights, including any copyright interest, to any advertisements produced by the Publisher, using artwork and/or typography furnished or arranged by us, shall be the property of the Publisher. No such ad or any part thereof may be reproduced without the prior consent of the Publisher.

The Publisher reserves the right to terminate or revise the rates herein at any time.

Advertiser and advertising agency will indemnify and hold harmless the Publisher, its officers, agents, employees, and contractors, for all contents supplied to the Publisher, including text, representations, and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, and copyright infringement.

Publisher shall not be liable for failure to print, publish, or circulate all or any issue in which an advertisement is accepted by the Publisher.