

momentum

MEDIA KIT 2023

Reach

our readership of **more than 1 million** people with MS, their families, caregivers and health professionals.

Connect

with **Momentum** readers in print and in various ways online.

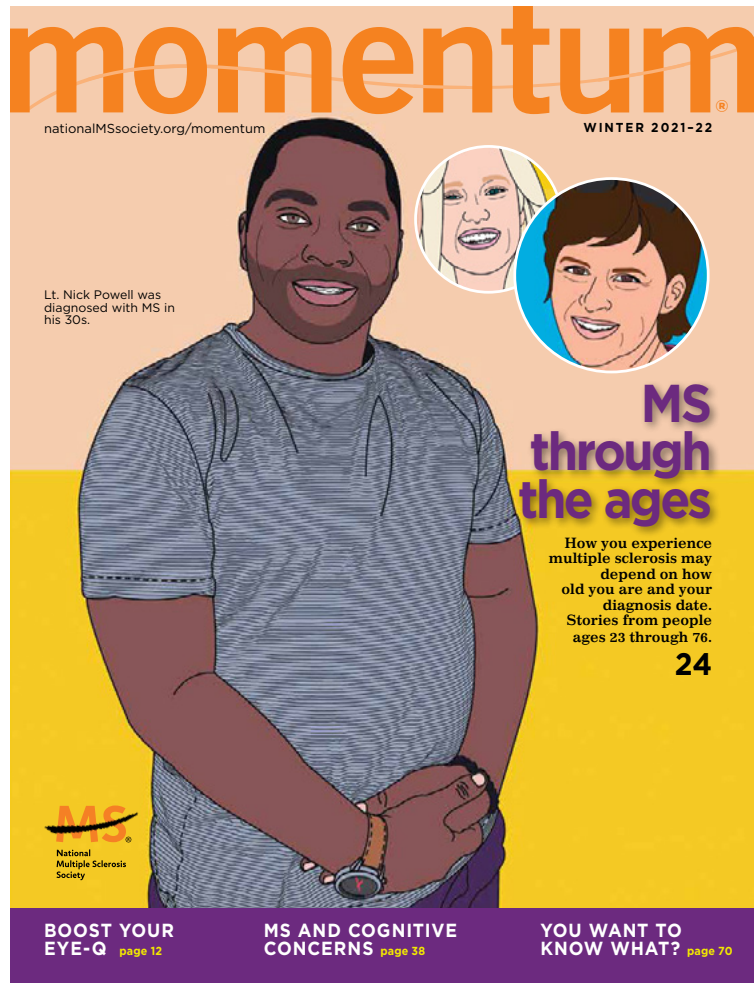
Support

the National Multiple Sclerosis Society's vision of a world free of MS.

Maria
Boustead,
diagnosed
in 2003

MS[®]

National
Multiple Sclerosis
Society



Welcome

Momentum, a quarterly magazine, is the largest publication focused on multiple sclerosis in the world with a circulation of over **475,000** and an average issue readership of over 1 million.

About Momentum

- **Momentum** readers include people living with MS, their families, caregivers, physicians, nurses and allied health care providers, event fundraisers and donors to the National MS Society.
- **Momentum** provides reliable, comprehensive and timely information about all aspects of MS.
- Companion tools to **Momentum** include an interactive magazine app and recently redesigned website with nearly **180,000** unique visitors last year.

About the National MS Society

The National Multiple Sclerosis Society exists because there are people with MS. Our vision is a world free of MS. Everything we do is focused so that people affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.



Momentum's Spring 2019 issue won a Platinum Award in the category "Print Media | Design | Publication Cover"

Momentum's Winter 2018-2019 Website and App won an Award of Excellence in the category "Campaigns, Programs & Plans (Health & Medical)"

Momentum's Winter 2018-2019 issue received a 2019 Finalist Award in the category "Nonprofit Publication"

The Alliance is also supporting the creation of tools to speed up and improve clinical trials, so more treatments can be studied faster and at less cost. For example, researchers are studying biomarkers that can identify changes in the brain if a treatment is effective and potentially predict the course of the disease. A biomarker is a characteristic of the body that can be measured to show how the body is doing. A protein from a blood test can be used to diagnose a heart attack, for example. In clinical trials, biomarkers are often used to measure the effects on people of the drug being tested.

International drug discovery networks

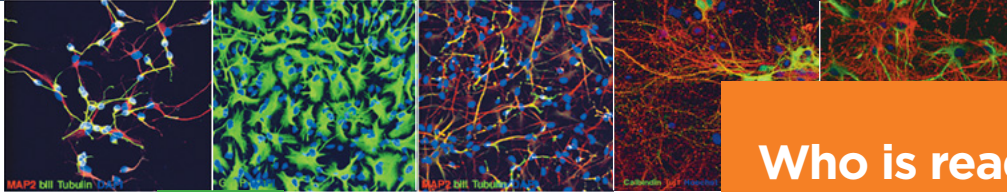
BRAVEinMS comprises 13 investigators from Italy, France, Germany, Europe, Canada and the U.S. The team is identifying compounds that may protect nerve cells and promote myelin repair. Protecting nerve cells would prevent further damage and disability from progressive MS while repairing myelin would allow people with progressive to recover some function.

The BRAVEinMS team started with more than 1,500 compounds. Using sophisticated bioinformatics tools, researchers created a virtual model. They then screened these compounds for their ability to protect nerve cells, promote myelin repair in laboratory. Results of many laboratory tests led to seven compounds that could potentially become drugs, two of which appear the most promising, according to Fox. "We are confident these two compounds will be the right ones to progress clinical trials if they are effective in animal models," Martino says. "The next step would be clinical trials in people with progressive MS in animal models."

in March 2021. Martino hopes to have the results of the testing by the end of 2021. If the compounds work in animal models, the next step would be clinical trials in people.

The role of the immune system

Francisco Quintana, PhD, professor of neurology at Brigham and Women's Hospital, Harvard Medical School, is leading the network focused on developing a drug discovery pipeline for progressive MS. He and his team of eight investigators from the U.S., Canada, Israel and Sanofi Genzyme are studying the immune system's role in the central nervous system to find effective treatments for progressive MS. While the immune system normally protects the body from infections, Quintana and other researchers have recently found that



Compounds are screened for their ability to protect nerve cells or promote myelin repair.

"Both networks have identified candidate molecules that look promising for application to progressive MS. They are finishing the validation stage. The next steps will be to take these molecules into clinical trials," Fox says.

The Alliance is funding projects to improve clinical trials and speed the development of new treatments. These include developing a routine blood test that could predict and measure disease progression. Other projects include creating tools that use MRI images as a biomarker of disability progression for use in clinical trials. The blood test project explores whether the protein Serum Neurofilament light chain (NFL) can function as a biomarker, help predict the future course of progressive MS

recommendation test as a biomarker. The MRI panel will be used to address challenges and Kathryn E. S. this panel.

The MRI network tools and computational changes in the brain. These tools could be used as biomarkers to slow or stop disease progression.

This network is led by MD, professor at University in California. Investigators from the U.S. and Switzerland are using machine learning, computer processing and artificial intelligence to analyze MRI scans from people with MS. This could reduce the time and cost of clinical trials and help reduce the time to new treatments. Each scan costs about \$1,000.

Who is reading Momentum?

Our most recent readership survey revealed:

51% have kept an article or issue after reading Momentum

55% have been diagnosed 11 years or longer

67% of Momentum readers read most issues or every issue

77% of our audience is female

84% of recipients have MS

84% of Momentum's audience is 35 years and older

23



Boom. Umami bomb.

- Red miso powder
- Tomato powder
- Wild mushroom powder blend
- Dried seaweed

Between 15% and 32% of people with MS may experience taste deficits. Chef Trevis Gleason, who lives with MS, reveals the secret ingredients for bigger, bolder flavor. Find the recipe on p. 29.

thrive

Forging a path to your best life

Inside this section: Does this taste weird to you? 24 // Work it 34

Marques Jones, diagnosed in 2008



Joyce Glass,
diagnosed
in 2011

What is multiple sclerosis?

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body. Symptoms vary from person to person and range from numbness and tingling to walking difficulties, fatigue, dizziness, pain, depression, blindness and paralysis.

MS affects nearly **1 million people** in the U.S. Read more at nationalMSSociety.org/what-is-MS.

Why advertise in Momentum?

Momentum connects people affected by MS to the resources and information they need to live their best lives and offers access to the most sophisticated, best-informed and engaged audience that takes action as a result of what they read. The magazine provides the most proactive and comprehensive information about MS, and it offers advertisers a targeted pipeline to reach key decision-makers and influencers in the MS community.



move

Lisa McRipley learned an early lesson in empowerment.

by James Townsend

Early on in her life, Lisa McRipley learned the value of speaking up when she felt something was wrong.

When she was an eighth-grade Black student in a predominantly white school, a substitute teacher announced that the class would be watching the movie "Gone with the Wind" in segments over three days. After a scene in which the late Butterfly McQueen portrayed Scarlett O'Hara's slave girl, Prissy, the teacher said, "It was so wonderful back then. I wish it were like that now." McRipley had had enough: "I want you to take that back," she told the teacher. "If it were still like that today, I would be a slave."

Let anyone tell us we were less than. Both my parents really helped me to feel empowered. McRipley, who went on to earn bachelor's and master's degrees, has worked in higher education in Michigan and California. She's a member of the Alpha Kappa Alpha Sorority, the first historically African American Greek-lettered sorority, whose members include Vice President Kamala Harris.

As an MS Activist, she has shared her story about dealing with unaffordable MS medications. She reached out to U.S. Rep. Rashida Tlaib of Michigan, who presented McRipley's story during the House of Representatives Oversight and Reform Committee's hearing on drug pricing. Tlaib is a member of the Congressional MS Caucus, which focuses on issues that affect people living with MS. "Rep. Tlaib is deeply

"My mom always told me never to let anyone tell us we were less than. Both my parents really helped me to feel empowered."

— LISA McRIPLEY

After being diagnosed with MS in 2010 and no longer able to work, McRipley moved back to Michigan, where

committed to serving her constituents and passionate about serving her community," McRipley says. "She helped me understand the importance



to watch this movie with her out of the classroom with her friend, the only other Black girl in the class.

a volunteer organizer for African American Black Families Affected by MS in Detroit.

McRipley says, "I found my tribe."

Lisa McRipley helped organize the Black MS Experience.

2023 Momentum editorial features

The award-winning magazine includes in-depth stories about people living with MS, expert opinions from MS specialists, reports on current events, MS advocacy and recent advances in MS research. Features fall into these categories:

Thrive

Deep dives into wellness, symptom management, social matters and employment issues, with a focus on strategies that enable people with MS — as well as their families and caregivers — to live their best lives.

Connect

Building, growing and maintaining relationships — both personal and professional — in a life with MS.

Solve

The latest scientific research, discoveries and findings about MS, and how they're improving people's lives.

Impact

Spotlight on the MS movement in action; helps to raise awareness, support and funds. Profiles of people and organizations that have touched lives within the MS community.

Mayteé Ramos,
diagnosed in 2015

impact
Touching lives

Every year, National Multiple Sclerosis Society volunteers visit their congressional representatives on Capitol Hill as part of the Society's Public Policy Conference to advocate for policies aimed at improving the lives of people with multiple sclerosis. "People with MS have always been advocates, and in fact, the Society's first Washington, D.C., conference closely coincides with the Americans with Disabilities Act becoming law," says Abby Carter Emanuelson, associate vice president for advocacy and activist engagement with the Society.

In 2021, the pandemic forced activists to attend the conference and lobby Congress virtually. But the change turned out to be a success. "We really

attended the conference due to virtual communication," says Bari Talente, executive vice president for advocacy and healthcare access. "Before the pandemic, only about 300



people could attend in person. This time, meeting virtually, we participated from their homes and content from the conference is available for the rest of the year." During the conference, MS activists were able to meet their

frame a successful one to policymakers. "We sharing your personal compelling fact. The policy or legislation the MS community focuses on the speed or legislation we want officials to support."

Over the last three the Society has seen activists' involvement Capitol Hill. These activists discuss how they became involved they've been focusing

Frank Austin Since he was diagnosed with MS in May 1999, Austin has been an advocate for pieces of legislation that help Americans with disabilities and Vietnam veterans. After four years of training other veterans, Austin says, "I'm a wallflower. I don't like public speaking. I'm being in front of a group."

He grew up in Kansas. On Washington, the staff of



Stephanie Barnes, who has primary-progressive MS

Department / articles

In the know

Practical tips for managing finances, home life, health, nutrition and fitness.

Fired up

First-person narratives from people with MS, raising their voices about an issue, challenge or event meaningful to them.

This is me

Reader-submitted stories and art designed to inspire, entertain and uplift.

this is me
Art and inspiration

From visual to visionary

Summers have always been miserable for me with fatigue and tingling pain in my legs. I was always told that these symptoms were due to allergies ever since I was a teenager. When I woke up blind in one eye in the summer of 2005 when I was 35, I was alarmed and scared. I was diagnosed with optic neuritis through an MRI. My vision partially returned over time. After two years and many tests, I was diagnosed with multiple sclerosis in 2007.

A flare-up of optic neuritis five years later caused permanent damage to my other eye, leaving me with good peripheral vision but only fuzzy gray spots in the middle of my visual field in both eyes. I was now legally blind. With my new normal of "low vision," my inability to drive has made the greatest impact on my independence.

At times, I thought an MS diagnosis was the finish line for an obstacle course with limits and boundaries, but not now. I know that each day is a new starting point in a race to a horizon line that's as far away as my determination can make it. I may not know what hurdles I'll encounter but know that I will leap over them when I can and crawl under them when I can't. I hope to inspire others to do the same.

I'm a visual artist. My vision loss is still frustrating and discouraging at times, as I cannot create the detailed and precise images that I used to make, but I have found ways to keep going with my artwork and have found art to be my greatest coping mechanism for the stresses of life. I have gone from visual to visionary, redefining what I think "art" should look like.

I combine bubble wrap, packaging foam, burlap, basket reed and plastic lids with paint and tinted silicone to create vividly colored compositions. I make do with what I have around the house and often take the pieces apart to reuse the materials to make new pieces. I take a photo of each piece of artwork to collect a memory. I often title the compositions using rhymes or puns to add humor.

The process of making is more important to me than the product, as it is the experience of living moment to moment that helps me manage everyday anxieties. I know that bad days will happen, but I can usually cheer myself up with some creativity. ■

Care to comment? Email us at editor@nmss.org.

MS has inspired me to redefine my art.
by Michelle Droll



“At times I cannot create the detailed and precise images that I used to make, but I have found ways to keep going with my artwork.”

See more of Michelle Droll's artwork at michelledroll.com



Presto! — polystyrene packaging foam, netting, neoprene, fishing line



Gold Digger — polystyrene packaging foam, foam insulation, plastic, acrylic paint, tinted silicone



Hot Spot — burlap, paper, foam insulation, tinted silicone, acrylic paint



Oh! — spray foam insulation, tinted silicone, acrylic paint

nationalMSociety.org/moments

Print ads

Print deadlines

Issue Date	Ships	Space Close	Materials Due
Spring 2023	Late March	12/2/22	1/17/23
Summer 2023	Late June	3/3/23	4/12/23
Fall 2023	Mid-September	5/22/23	6/30/23
Winter 2023-2024	Early December 2023	8/21/23	9/28/23

Print rates

Four-Color Ad Rates				
	1x	2x	3x	4x
Full Page	\$28,731	\$27,494	\$27,189	\$26,259
½ Page	\$17,240	\$16,498	\$16,316	\$14,833
⅓ Page	\$11,491	\$10,997	\$10,873	\$9,885
¼ Page	\$9,196	\$8,701	\$8,402	\$7,908

Black & White Ad Rates				
	1x	2x	3x	4x
Full Page	\$21,882	\$20,939	\$20,706	\$20,003
½ Page	\$12,772	\$12,492	\$12,063	\$11,354
⅓ Page	\$8,753	\$8,382	\$8,278	\$7,531
¼ Page	\$6,997	\$6,626	\$6,399	\$6,022

Custom inserts and other options are available. See page 11 for details.

Frequency discounts apply to multiple issues and/or total ad insertions in a calendar year.

15% agency discount to recognized agencies only.

Premium positioning based on availability (inside front cover, center spread, inside back cover and outside back cover) and subject to +20%.



Trevis Gleason,
diagnosed in 2001

Print specs

Trim Size: 8" x 10.5"	Bleed: 0.125"
Safety from Trim: minimum 0.25"	Binding: Saddle stitched

Print Ad Sizes	Dimensions
Two-Page Spread (bleed)	16.25" x 10.75"
Two-Page Spread (non-bleed)	15" x 9.5"
Full Page (bleed)	8.25" x 10.75"
Full Page (non-bleed)	7" x 9.5"
½ Page Horizontal (non-bleed)	7" x 4.5"
½ Page Vertical (non-bleed)	2.25" x 9.5"
¼ Page Vertical (non-bleed)	3.4375" x 4.5"

Color

Color ads must use CMYK process color format only. Ink density not to exceed 300%.

All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted.

Black text 12 pt. or smaller — black only. (C=0%, M=0%, Y=0%, K=100%)

Live area: All type must be 0.25" from the final trim, and a minimum of 0.125" from the gutter

Acceptable file format

Please supply a hi-resolution, print-ready PDF/X-1a file.

Resolution must be minimum 300 dpi.

Crop marks and color bars should be outside printable area (0.125" offset).

Only one ad page per PDF document.

View specifications at swop.org or adobe.com (search on PDF/X compliance).

All fonts must be outlined or embedded.

The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.

Submitting print files

Ad Portal (SendMyAd): PDF ONLY.

Ad Portal cannot accept compressed files.

Photoshop files saved as PDFs are acceptable but must be set to bleed size. When uploading, select the size for Photoshop PDFs.

All print creative must be submitted through SendMyAd.

1. Go to momentummagazine.sendmyad.com, and create an account if you're a new user. If there are multiple members on your team, please be sure to use the SAME company name and address (and enter it in the exact same way) in order to have your accounts properly linked. For example, all users should enter "ABC Company." Anyone using "Abc Co." will not be recognized as a user within the same company.
2. Under Actions choose "SendMyAd."
3. Choose Momentum from the Publication drop-down menu.
4. Choose the size of the ad and the issue it's going into.
5. Choose your file and upload.

SendMyAd will preflight your file and issue any warnings. If there are warnings, you can fix the file and upload a revised file. If there are no warnings, approve the ad, and you're done! Note: Photoshop files saved as PDFs may not have the correct trim boxes and may appear as the bleed box. However this can be corrected using the "Reposition" or "Center Ad" feature on the portal.

If you are unable to use our ad portal system (SendMyAd), please contact the Production Manager at LKlepitch@gldelivers.com for further instructions.

QR Codes in print advertisements

QR codes allow readers to scan a code with their smartphones to access content or an exclusive offer. It boosts engagement among magazine readers and adds an interactive element in the print media.

Active Link It's best practice to have the destination link active at the time of ad submission.

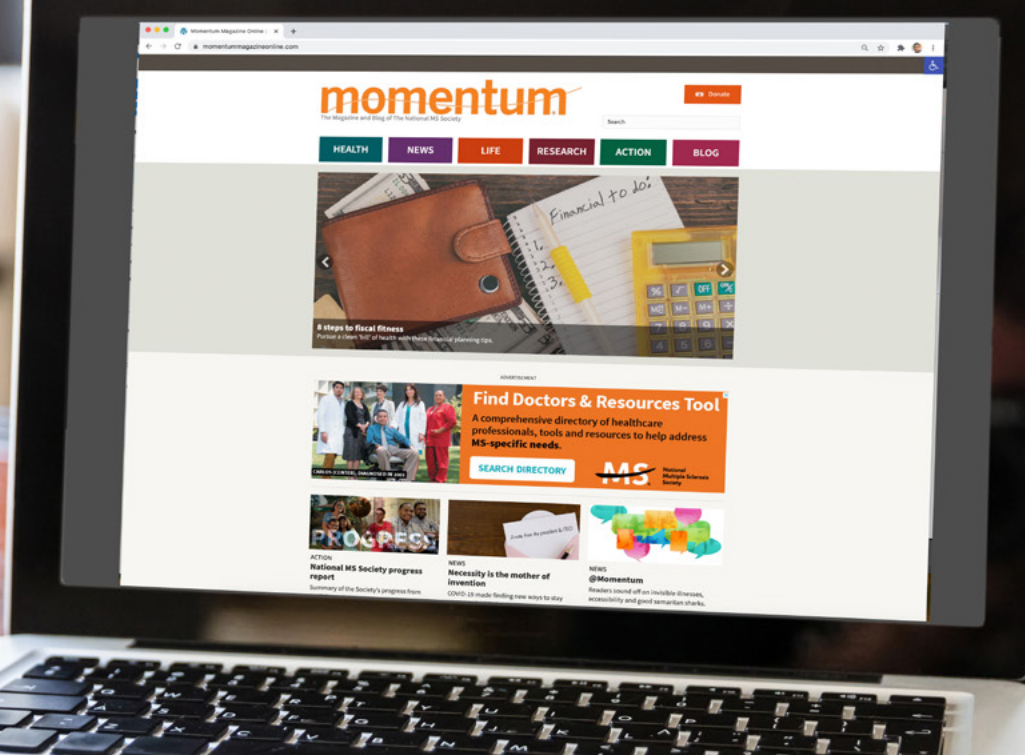
QR code Specifications

Color Any QR code appearing in a print advertisement is required to be composed of one color. For the best QR code scanning results and to avoid registration issues on press, no multi-color, no RGB color format, no spot colors and no gradients will be accepted.

Size To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75 inches wide by 0.75 inches long.

Disclaimer Any unusual, branded, customized or multi-color QR codes could ultimately lead to an unscannable QR code in the printed magazine. GLC accepts no responsibility for QR codes that malfunction as a result of press errors.

Website advertising



Momentum’s adaptive website features more ad spaces viewable across desktop, tablet and mobile devices. Reach Momentum’s engaged audience online at nationalMSSociety.org/Momentum.

55% of readers report having visited suggested sites when accessing articles online.

Web deadlines

All website ads must be submitted five business days prior to the intended start date and are subject to approval.

Contact Amy Lawrence for packaged website rates.

Monthly Website Ad Rates

Campaign duration	3 months	6 months	9 months	12 months
Ad Space 1 Super Leaderboard (Premium, 4 available)	\$23,625			
Ad Space 2 Middle Square (Premium, 2 available per advertiser)	\$15,750	\$31,500		
Ad Space 3 Bottom Leaderboard (Run-of-site, rotating)	\$2,795	\$2,541	\$2,310	\$2,100
Ad Space 4 Top Leaderboard (Rotating on Home page)	\$5,241	\$4,765	\$4,331	\$3,938
Ad Space 5 Wide Skyscraper (Run-of-Site, rotating)	\$4,193	\$3,812	\$3,465	\$3,150
Ad Space 6 Standard Banner (Rotating on Home page)	\$3,145	\$2,859	\$2,599	\$2,363
Ad Space 7 Bottom Square (Run-of-site, rotating)	\$2,795	\$2,541	\$2,310	\$2,100
Ad Space 8 Top Square (Premium, 2 available per advertiser)	\$15,750	\$31,500		

20% premium charged for rich media banner ads. Online rates are net (no additional agency discount provided).

Website specs

NationalMSociety.org/Momentum

is updated quarterly with the latest magazine content and exclusive online features.

The adaptive website showcases ad spaces that are viewable across desktop, tablet and mobile devices. Online ads are only served in the continental United States. All website advertising is 3-month minimum buy. Missing ad sizes will not be discounted.

AD SPACE	DESKTOP	TABLET	MOBILE
All ad sizes listed must be supplied per ad space.			
1	970 x 90 px	728 x 90 px	320 x 100 px
2	300 x 250 px	300 x 250 px	300 x 250 px
3	728 x 90 px	468 x 60 px	320 x 50 px
4	728 x 90 px	468 x 60 px	320 x 50 px
5	300 x 600 px	300 x 600 px	300 x 600 px
6	468 x 60 px	468 x 60 px	320 x 50 px
7	300 x 250 px	300 x 250 px	300 x 250 px
8	300 x 250 px	300 x 250 px	300 x 250 px

Acceptable file format

All web images must be 72 dpi	File types: .jpg, .png, .gif
Color format: RGB or indexed	Click tags OK
Maximum file size 90Kb	

Must include one click-through URL.

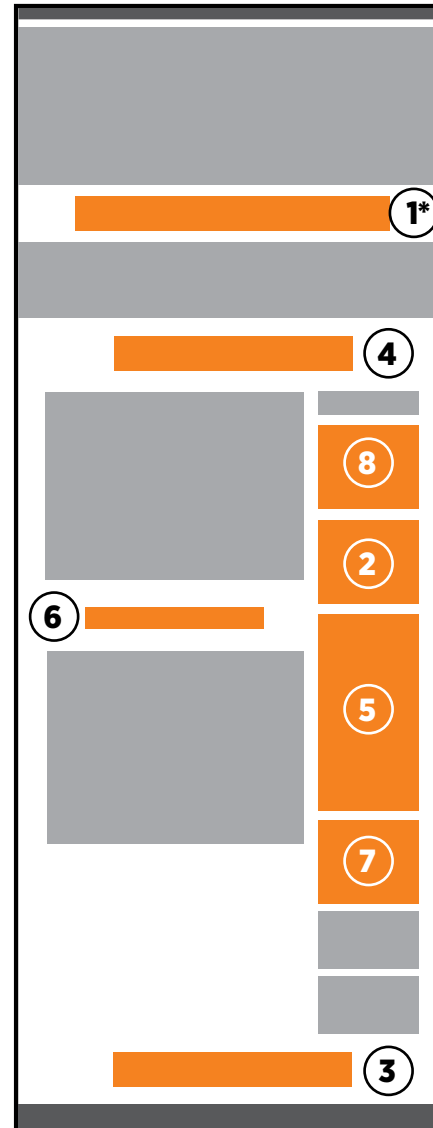
Submitting digital files

Email ads to Michelle.Ferraro@glcdelivers.com.

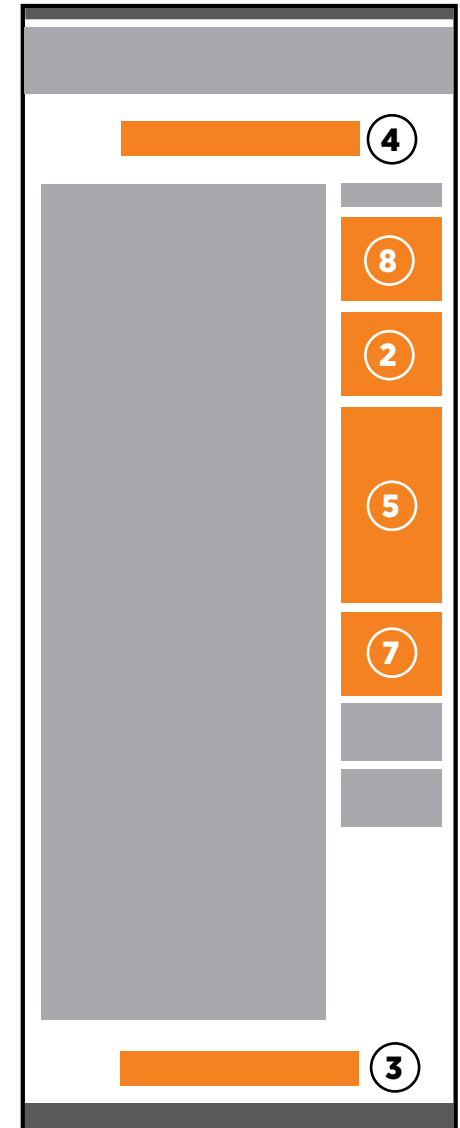
All website ad material must be submitted 5 business days prior to the intended start date and are subject to approval.

* Ad Space 1 also appears on the Blog landing page, (<https://momentummagazineonline.com/ms-blog/>).

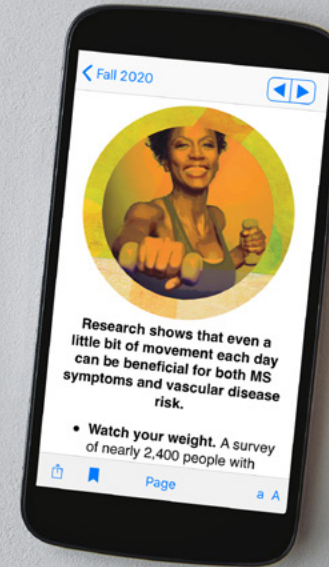
DESKTOP MOMENTUM HOMEPAGE



DESKTOP CATEGORY/ARTICLE PAGES



App Advertising



App deadlines

Issue Date	Space Close	Materials Due	Live Dates
Spring 2023	2/3/23	2/17/23	Late March
Summer 2023	4/26/23	5/10/23	Late June
Fall 2023	7/17/23	7/31/23	Mid-Sept.
Winter 2023-2024	10/12/23	10/26/22	Early Dec. 2023

Quarterly App Ad Rates				
	1x	2x	3x	4x
Full Page	\$2,595	\$2,271	\$1,946	\$1,622

Print ads are replicated for the app version of Momentum magazine. An advertiser may also submit app-specific ad materials (specifications available upon request). All new, replacement and app-specific ad materials must be received by the Digital Materials Due date. Additions or replacements after the deadline will be subject to page replacement fees, or the omission of your ad. The app is accessed through the Apple iTunes and Google Play stores.

More opportunities

Make a bigger impact

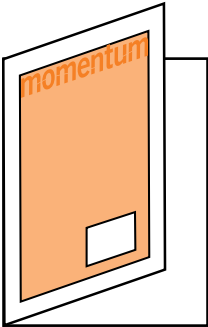
Momentum offers new ways to help your brand stand out from the crowd. Get noticed by our highly targeted audience of people with MS, their families, caregivers, physicians and researchers.

- **2-Page Cover Tip and Sticky Note:** Make your message the first thing readers see.
- **Gatefolds:** Gain three pages of advertising space inside the cover or in the center of the magazine.
- **Inserts and Blow-in Cards:** Capture your audience with an impact piece.
- **Belly band:** Elevate your message on both the front and back.

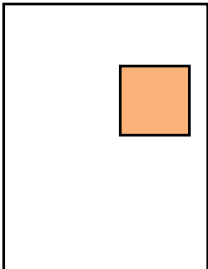
Integrated marketing

We will work with you to customize an integrated marketing plan to enhance your company’s brand recognition. Integrated packages are an affordable way to gain maximum exposure and to help you effectively target new customers.

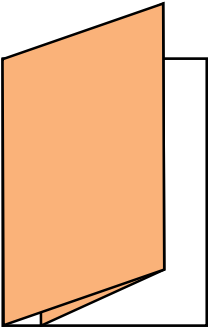
Bundled packages are available. Contact Amy Lawrence at Amy.Lawrence@nmss.org or 303-698-6100 x15204 for details.



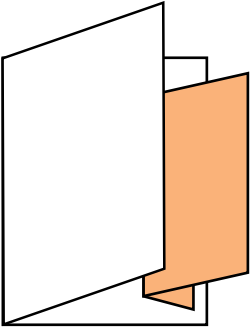
2 Page Cover Tip



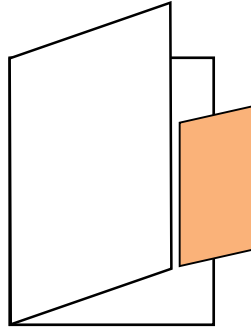
Sticky Note



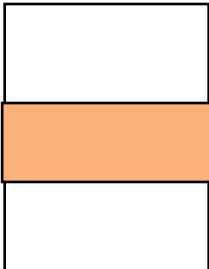
Gatefold



Insert



Blow-In Card



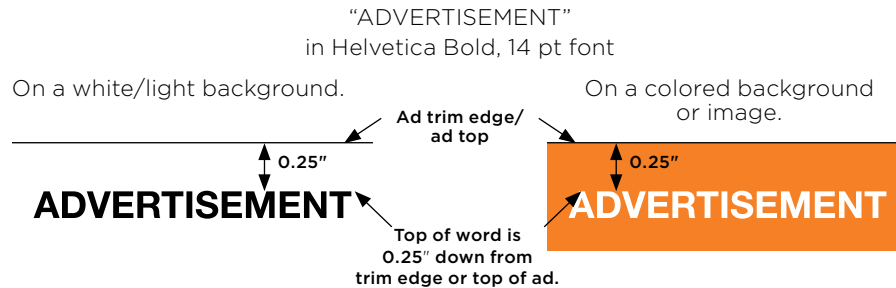
Bellyband

Advertising guidelines

All full-color ads must be labeled “ADVERTISEMENT.” The exception is for B&W Patient ISI/Safety Information pages. The word ADVERTISEMENT must be in 14 pt Helvetica Bold typeface, ALL CAPS, in black or drop-out white.

The Society reserves the right to correct ads that do not comply with this guideline by placing the word ADVERTISEMENT over the ad at the publisher’s discretion.

Examples of type style, size and placement:



- All production charges are net and non-commissionable to advertising agencies.
- All new advertisements are reviewed by all parties the Society deems necessary to ensure that the ad is consistent with our guidelines. If an advertisement does not meet these guidelines, the advertiser will have the opportunity to make revision(s) prior to the closing date.
- Ads that could potentially be confusing to a reader by inferring a direct relationship, affiliation, endorsement or offering by the National MS Society, will be rejected.
- Advertisements from pharmaceutical companies must conform to all FDA regulations.
- All prescription and over-the-counter medications, food products, vitamins, special diets, medical devices and assistive aids promoting specific health benefits for people with MS will only be accepted if claims made in the ad can be substantiated by specific clinical data from a reputable institution.
- We do not accept ads for medical tourism.
- All print publications, DVDs, CDs and programs incorporating any of the above must be reviewed by the Society to ensure accuracy and safety to our readers.

Momentum will not accept ads for participation in clinical trials. The Society will review all requests to recruit volunteers through our website and support study recruitment at our discretion. Inquiries should be directed to the Research & Clinical Programs office.

- **Momentum** magazine is mailed according to the United States Postal Regulations and adheres to all requirements for Nonprofit Mail Status. This status places restrictions on advertisers from whom we can accept ad submissions. Any advertising that is considered in the categories listed below should be carefully

checked with the USPS and Nonprofit Mail guidelines, as these conditions must be fully met prior to consideration by Momentum magazine for inclusion in publication advertising.

- Credit, debit, charge card or similar financial organization
- Insurance policies/providers
- Travel companies/providers

Terms and conditions

These conditions apply to all advertisements, insertion orders, drafts and mock-ups submitted to the National MS Society (“Publisher”) for publication in the print edition or a digital application edition of **Momentum**.

Advertiser responsibility

It is the responsibility of Advertiser and its agency to check the correctness of their advertisement when submitting their files through SendMyAd. Publisher assumes no responsibility for running wrong creative versions or for errors appearing in advertisements, including incorrect page order of the advertisement, submissions that do not contain an updated corporate logo and/or other errors found in Advertiser’s submission.

Should the Publisher’s contracted printing company make an error related to Advertiser’s order during printing and/or production, Publisher shall not be liable and Advertiser must work directly with the printing company to reach a resolution.

Publisher approval

All contents of advertisements are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertising copy that it deems objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without giving cause. Publisher reserves the right to insert the word “advertisement” above any copy. Ad units that run on a two-page spread that are less than a full page must have the label “ADVERTISEMENT” on each page specifically in accordance with the requirements.

Advertiser warranty

Advertiser and its agency assume liability for all content of advertisements published by Publisher. Advertiser and its agency warrant that: (1) it has all the necessary rights in the advertisement, including acquiring necessary intellectual property rights for the advertisement; (2) the advertisement does not violate any applicable law or regulation; and (3) the advertisement does not violate or infringe upon any third-party right in

any manner or contain any material or information that is defamatory, libelous or 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 and its agency acknowledge that Publisher is relying on the foregoing warranties.

Liability

To the full extent permitted by law, Publisher is not liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits, punitive damages or similar loss, in contract or tort or otherwise, relating to the advertisement or this agreement for any cause whatsoever, whether due to Publisher's negligence, breach of contract, breach of warranty, or any other claim in law or equity. Under no circumstances shall Publisher's liability exceed the invoiced price allocable to the specific portion of the work that gave rise to the liability.

Publisher is not liable for any error in the advertisement or any failure of the advertisement to appear for any cause whatsoever. Advertiser and its agency agree to defend, indemnify and hold Publisher harmless against any expense or loss relating to any claims arising out of publication or breach of any Advertiser Warranty.

Advertisement positioning and placement

Positioning of advertisements is at the sole discretion of Publisher. Publisher does not guarantee any positioning requests or separation from other advertisers. A position guarantee is only permissible when a premium position is purchased (i.e., covers, gatefolds, center spread ads and onsert/insert placements).

Cancellation policy

- Cancellations for print advertising schedules must be received in writing three (3) weeks prior to the stated materials due date.
- Cancellations for online advertising schedules must be received in writing thirty (30) days prior to the stated materials due date.

The Advertiser and its agency are responsible for the full cost of the space reserved for any late cancellations, whether or not the Publisher repeats an advertisement. If an Advertiser cancels an order that has discounts in addition to available frequency rates, the Advertiser shall pay the Publisher the difference between the frequency rate and the actual rate paid for all advertisements already published under the order.

Premium position cancellations

All premium positions (cover #2, #3 and #4, inserts, onserts, polybags, center spread ad units and gatefolds) must be canceled in writing sixty (60) days prior to the future issue ad space stated deadline.

The Publisher reserves the right to use an advertisement from a previous issue for any cancellations received after the stated deadline as outlined in the Cancellation Policy at full cost.

Agreed-upon rate

Rates agreed to in a signed Insertion Order shall not change so long as the Advertiser provides creative consistent with the signed Insertion Order. If the Advertiser changes the creative (e.g. adds color pages that were quoted as black and white), the Advertiser is liable for the additional cost associated with the changes based on the Publisher's current rate card. Advertiser must alert the Publisher at least thirty (30) days prior to the materials deadline that a change to the creative version is being requested.

Payment

Payment is due in full immediately upon receipt of the invoice. Publisher reserves the right to discontinue future advertisements if Advertiser or its agency fail to pay an invoice within 30 days after issuance. Advertiser and its agency are liable for the full cost of any advertisements not printed because of non-payment. At its discretion, Publisher may charge interest at the rate of 18% per year for all invoices not paid after 30 days.

Miscellaneous

This agreement shall be governed by and construed in accordance with the laws of the State of Colorado. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of Colorado. Each advertiser and its agency consents to the jurisdiction of such courts.

Conditions other than rates are subject to change by Publisher without notice.

**Publisher is not bound by any conditions other than those set forth here.
Publisher is not bound by conditions printed or appearing on insertion orders or copy instructions that conflict with the provisions set forth here.
Advertiser agrees and understands that by submitting an insertion order,
Advertiser is agreeing to be bound by these terms and conditions**

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