



OUTDOOR RETAILER 2018/2019

THE DAILY • INSERTION ORDER

ADVERTISER

Company Name _____ Contact _____

Address _____ City _____

State _____ Zip/Postal Code _____ Country _____ Website _____

Email _____ Phone _____ Fax _____

THE DAILY - RATES

Rate includes all 5 issues per show. One Pre-show edition as well as Days 1 - 4.

1 SHOW	RATE	2 SHOWS	FREQUENCY RATE	3 SHOWS	FREQUENCY RATE
<input type="checkbox"/> Spread	\$14,500	<input type="checkbox"/> Spread	\$13,775 each show	<input type="checkbox"/> Spread	\$13,050 each show
<input type="checkbox"/> Full Page	\$9,900	<input type="checkbox"/> Full Page	\$8,910 each show	<input type="checkbox"/> Full Page	\$8,400 each show
<input type="checkbox"/> Half Page	\$6,900	<input type="checkbox"/> Half Page	\$6,210 each show	<input type="checkbox"/> Half Page	\$5,800 each show
<input type="checkbox"/> Quarter Page	\$4,900	<input type="checkbox"/> Quarter Page	\$4,400 each show	<input type="checkbox"/> Quarter Page	\$4,100 each show
<input type="checkbox"/> Product Zone (ninth page)	\$995	<input type="checkbox"/> Product Zone (ninth page)	\$995 each show	<input type="checkbox"/> Product Zone (ninth page)	\$995 each show

COVER RATES

Call your Account Executive for remaining availability.

<input type="checkbox"/> Inside Front Cover Spread	\$16,500	<input type="checkbox"/> Cover Wrap	(per day) \$5,500				
<input type="checkbox"/> Inside Back Cover	\$11,500	<input type="checkbox"/> Pre-Show	<input type="checkbox"/> Day 1	<input type="checkbox"/> Day 2	<input type="checkbox"/> Day 3	<input type="checkbox"/> Day 4	
<input type="checkbox"/> Back Cover	\$14,650						

SELECT SHOW(S) FOR AD PLACEMENT

- ☐ Outdoor Retailer Summer Market
- ☐ Outdoor Retailer Winter Market
- ☐ Outdoor Retailer + Snow Show

TOTAL: \$ _____

PAYMENT INSTRUCTIONS

PAYING BY CHECK:

Make checks payable
to **Outdoor Retailer Summer Market**
Emerald Expositions, LLC
32753 Collection Center Drive
Chicago, IL 60693-0327

PAYING BY ACH:

Emerald Expositions, LLC
Attn: Outdoor Retailer Summer Market
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626
ACH Routing #122000661
Acct# 1453616843

PAYING BY WIRE:

Emerald Expositions, LLC
Attn: Outdoor Retailer Summer Market
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626
Routing #026009593
Acct# 1453616843
SWIFT Code BOFAUS3N

PAYING BY CREDIT CARD:

If you wish to pay by credit card,
Outdoor Retailer Summer Market
will send you an invoice with a link to
pay your balance online.
Acct# 1453616843

SIGNATURE

We understand and agree that this application for Sponsorship becomes a binding contract when accepted in writing by Emerald Expositions, LLC, the show organizer, and we hereby agree that the attached Terms and Conditions are enforceable and are incorporated into and control this Sponsorship contract, once it is accepted by Emerald Expositions, LLC. We further agree that any terms and conditions associated with any purchase order we may submit in order to process payment for this Sponsorship contract are of no force or effect, regardless of the express language of the purchase order we submit. Sponsor represents and warrants that the party executing this Agreement on behalf of Sponsor is duly authorized to act on behalf of Sponsor and to execute this Agreement and legally bind Sponsor to the terms contained herein.

The publisher reserves the right to accept or reject all advertising and text, which at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy directly or indirectly attacking other advertisers. Files and proofs not meeting with Emerald Expositions, LLC specifications will be charged additional production charges. Materials submitted after the materials due date are subject to late charges and Emerald Expositions, LLC will not be responsible or accept liability for any errors that occur. No cancellations allowed after closing date. If artwork is not received, Emerald Expositions will typeset ad and we will consider the contract fulfilled.

Signature Required Agreed to by _____ Date _____

Signature of Official Company Representative

EMAIL COMPLETED CONTRACT TO: CONTRACTS@OUTDOORRETAILER.COM OR FAX TO: (949) 226-5629.

AD DIMENSIONS

2-Page Spread (non-bleed):
20.5" x 11.5"

2-Page Spread (bleed):
21.5" x 12.5"

Full Page (non-bleed):
10" x 11.5"

Full Page (bleed):
11" x 12.5"

1/2 Page V (non-bleed):
4.375" x 11"

1/2 Page V (bleed):
5.375" x 12.5"

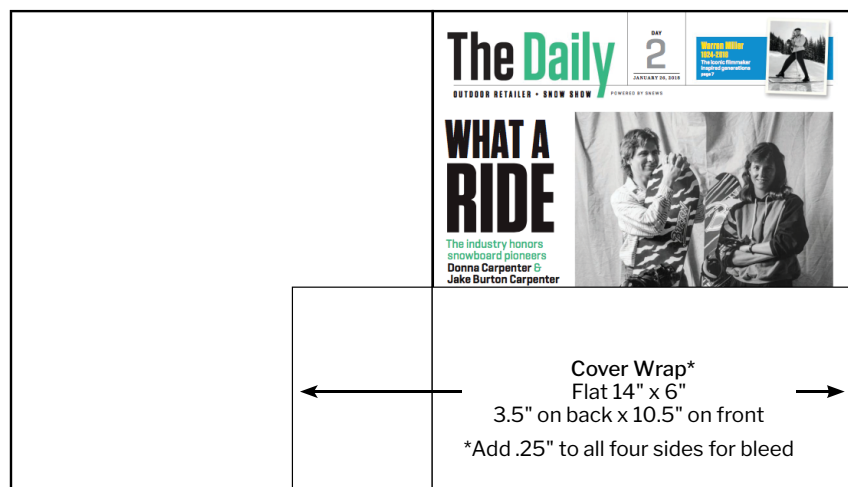
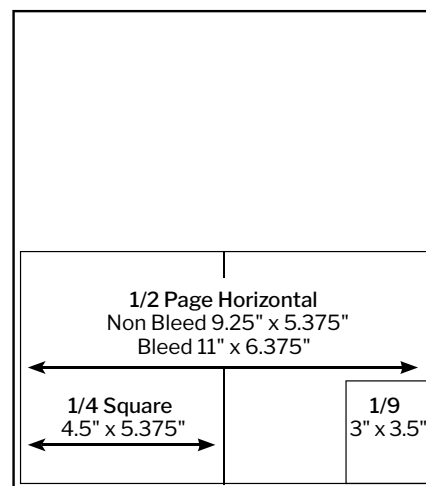
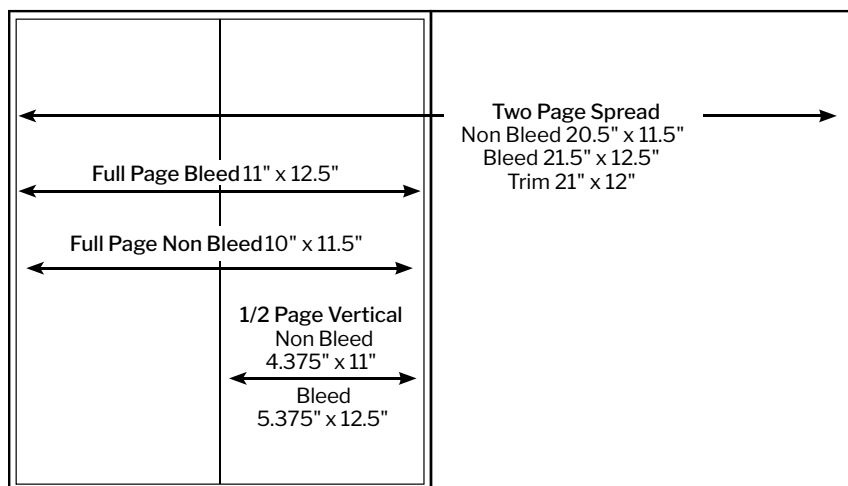
1/2 Page H (non-bleed):
9.25" x 5.375"

1/2 Page H (bleed):
11" x 6.375"

1/4 Page Square:
4.5" x 5.375"

1/9 Page Product Zone:
3" x 3.5"

Cover Wrap:
14" x 6" (flat);
14.5" x 6.5 (with bleed);
3.5" (back) x 10.5" (front)



AD REQUIREMENTS

For all supplied ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name. We can also accept hi-resolution JPEG, EPS, TIFF, InDesign CS, Illustrator and Photoshop files. Please be sure to include all necessary images at 300dpi and font files.

Regrettably, we cannot accept any artwork lifted directly from a website or sent via fax as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

All supplied ads must be presented in a manner ready for press. Outdoor Retailer does not accept responsibility for files that have not been presented correctly — the sole responsibility for file content rests with the file originator.

For your convenience, files up to 7MB can be sent to us via email to laurie.stiglitz@emeraldexpo.com. If you are sending large files (over 7MB), please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact Laurie Stiglitz if you have any questions.

Send all ad materials to:

Laurie Stiglitz
email: laurie.stiglitz@outdoorretailer.com
phone: (949) 226-5711

The following are certain general Terms and Conditions governing advertising provided by the advertiser or its agency published in the print, digital and/or web editions of the publication(s) (the "Publication(s)") stated on the insertion order attached hereto and made a part hereof (the "Insertion Order") published by Emerald Expositions, LLC (the "Publisher").

1. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Publication.

2. The Publisher is not responsible for errors or omissions in pubset reader service numbers, booth lines, ad indexes, or any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates of the Publication.

3. The Publisher may reject or cancel any advertising for any reason at any time without liability. In the event of cancellation for payment default, charges for all advertising published as of the cancellation date shall become immediately due and payable. Advertisements simulating the Publication's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. The Publisher, in its sole discretion, may place the word "advertisement" on any advertising.

4. The submission of the Insertion Order for the placement of advertising in the Publication constitutes acceptance of these Terms and Conditions. No conditions, printed or otherwise, appearing on contracts, other insertion orders, order forms, or copy instructions that conflict with, vary, or add to these Terms and Conditions or the provisions of the Publication's Rate Card will be binding on the Publisher, and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

5. The Publisher has the right to insert the advertising anywhere in the Publication at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Publication (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed unless paid for. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

6. Payments are due to Publisher net 30 from invoice date. Overdue invoices shall accrue interest at the rate of 1 1/2% per month or the highest legal rate, whichever is lower. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices and applicable late payment charges for advertising published in the Publication. The Publisher may apply payments to any other debt owed to Publisher by the advertiser or the agency on behalf of the advertiser.

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Publication subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Publication and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher and its affiliates and their respective employees, officers and directors harmless from and against any and all demands, damages, liabilities, costs, losses and expenses (including, without limitation, court, legal and attorneys' fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Publication, including, without limitation, those Losses arising from third party claims or suits for defamation, libel, copyright or

trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, any unfair commercial practice or misleading advertising or impermissible comparative advertising, any contest or sweepstakes related claims, or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution, or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

8. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Publication because of strikes, work stoppages, accidents, fires, terrorism, acts of God or any other circumstances not within the control of the Publisher.

9. Publisher's aggregate liability to advertiser and agency, under any circumstances and for any and all reasons, shall not exceed the amount paid by advertiser or agency to Publisher for the applicable advertisement. In no event shall Publisher be liable to advertiser or agency for any consequential, indirect, incidental, special or punitive damages, including lost profits, even if such damages are reasonably foreseeable or if Publisher is advised of the possibility of such damages.

10. Agency commission (or equivalent): up to 15% (payable to recognized agents only) of gross advertising space charges after earned advertiser discounts. There shall be no agency commissions allowed on tip-in charges, split-run charges or other production or mechanical charges. Agency commissions will be forfeited with respect to any outstanding invoice unpaid 75 days after the invoice date.

11. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

12. Publisher's acceptance of an advertisement for publication in the Publication does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Publisher's or Publication's name or logo without the Publisher's prior written permission for each such use.

13. Any and all advertiser discounts negotiated between Publisher and advertiser or agency are only applicable and available during the period in which they are earned. Any discounts received by advertiser on ad space charges may not be applied to production charges.

14. Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and rebilled at the published earned frequency rate immediately following any cancellation or curtailment of space frequency contracted.

15. These Terms and Conditions and the rights and duties of the parties hereunder shall be governed by, and construed in accordance with the laws of the State of New York. Each of the parties hereto submits to the jurisdiction of the courts in the State of New York and the courts of the United States of America located in the State of New York over any suit, action or proceeding with respect to these Terms and Conditions or the transactions contemplated hereby.

16. Publisher reserves the right to modify these Terms and Conditions at any time.

These Advertising Terms and Conditions were issued September 2014.