

CAPITOL MEDIA SOLUTIONS

Advertising Agreement for *Educational Leadership Magazine*

Subject to acceptance by Capitol Media Solutions, LLC

Please complete the following information. Size and publication dates must be initialed in order to process.
 Note: First-time advertisers are required to pre-pay per ASCD guidelines.

Advertiser _____	Phone _____
Contact Name _____	Fax _____
Mailing Address* _____	E-mail _____
<small>*Please no post office boxes.</small>	
City _____ State _____ Zip _____	Rep: Jason Morrison or JT Hroncich at 800-517-0610

Issues*	Job #	Space	Materials	Black and White Display Rates			Four-Color Display Rates				
				1x	4x	8x	1x	4x	8x		
___ Sept	73609	6/24/09	7/1/09	Full	\$6,546	\$6,153	\$5,760	Full	\$8,349	\$7,849	\$7,347
___ Oct	73610	7/27/09	8/3/09	2/3	\$5,400	\$5,076	\$4,752	2/3	\$7,204	\$6,771	\$6,339
___ Nov	73611	8/25/09	9/1/09	1/2	\$4,705	\$4,423	\$4,141	1/2	\$6,509	\$6,118	\$5,728
___ Dec/Jan	73612	9/24/09	10/1/09	1/3 ver	\$3,491	\$3,281	\$3,071	1/3 ver	\$5,082	\$4,777	\$4,472
___ Feb	83602	11/24/09	2/1/10	2-Page Spread	\$13,627	\$12,810	\$11,992	2-Page Spread	\$15,430	\$14,504	\$13,580
___ March	83603	12/28/09	1/4/10	TOTAL \$			C2	\$9,670	\$9,090	\$8,510	
___ April	83604	1/25/10	2/1/10	*Please write your initials next to the selected ad size, publication dates, and include a total amount. For additional sizes, call sales representatives.			C3	\$9,378	\$8,816	\$8,253	
___ May	83605	2/22/10	3/1/10				C4	\$10,126	\$9,518	\$8,912	
TOTAL _____							Premium Charge \$ _____		TOTAL \$ _____		

SPECIAL INSTRUCTIONS:

TERMS

Signing this agreement indicates firm space commitment (noncancelable) in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding. Payment due prior to printing of publication.

Advertising agency and/or client are liable should one or the other default. Any ad agency signing for a client will be held responsible for the fulfillment of this noncancelable contract.

Advertiser agrees that the publisher's liability (if any) on account of omissions or errors in such advertising shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred and liability shall be discharged by abatement of the charges or (an advertising allowance) commensurate with the error for the particular listing or advertising in which the omission or error occurred, but in no event exceeding the contract price of the particular listing or advertising in which the omission or error occurred. No adjustment to any free listing or advertisement. Reproduction quality of photographs, screen tints, and artwork provided cannot be guaranteed.

OPTION TO PAY BY CREDIT CARD

<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	Card Number _____	Expiration Date _____
<input type="checkbox"/> AMEX	<input type="checkbox"/> Discover	Authorized Signature _____	

 Authorized Advertiser/Agency Signature & Title
 I have read and agree to the terms as set forth on this document.

 Provide PO # if necessary for billing

Sign and return to
 404-347-9771 Fax
 800-517-0610 Phone