

TERMS AND CONDITIONS

The party (the "Advertiser") placing the advertising covered by this Advertising Agreement in *The American Wanderer (TAW)*, (the "Publication") and the American Volkssport Association, (the "Publisher") who owns the Publication hereby agree to be governed by the following terms and conditions:

1. **TERMS OF PAYMENT**

The Advertiser agrees to prepay all transportation and other charges on all materials sent to the Publisher. Unless the Publisher requires cash payment in advance, total payment must be received by the Publisher, at the address on the statement, within thirty (30) days after the advertisement appears in the Publication.

2. **ADVERTISING MATERIALS AND DEADLINES**

The subject matter, form, size, wording, illustration, and typography of the advertisement shall be subject to the approval of the Publisher. If the Publisher is unable to set any advertisement in the type or style as requested by the Advertiser, the Publisher may set such advertisement in such other type or style as in his opinion most nearly corresponds thereto. The Publisher shall set all closing dates for the submission of advertising.

3. **PROOF OF INSERTION**

The Publisher shall provide one (1) tear-sheet of the advertisement, unless more than one has been requested, within ten (10) working days after the advertisement appears in the Publication.

4. **CANCELLATION**

Cancellation of this Advertising Agreement by the Advertiser shall result in the recalculation of the total per issue cost for any advertisements of the Advertiser that have already been published.

5. **LIMITATION OF LIABILITY AND INDEMNIFICATION**

The Advertiser agrees that the Publisher shall not be liable for errors in or omission of the advertising in the Publication beyond the amount paid by the Advertiser for the advertising omitted, or in which the errors occur, for the issue life of the Publication which is two (2) months. The Advertiser further agrees to hold the Publisher harmless against all liability all claims, demands, obligations or charges, together with reasonable attorneys' fees and disbursements arising out of the content of any of the advertisements of the Advertiser that appear in the Publication.

6. **GENERAL**

A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof. This Advertising Agreement contains the entire agreement of the parties. No representations were made or relied upon by either party, other than those that are expressly set forth herein. The validity, interpretation, and performance of this Advertising Agreement shall be governed by and construed in accordance with the laws of the State of Texas and all obligations of the parties created hereunder are performable in and venue for the enforcement thereof shall lie in Bexar County, Texas.

American Volkssport Association, 1001 Pat Booker Rd, Suite 101, Universal City, TX 78148-4147



THE AMERICAN WANDERER (TAW) Advertising Rates

COMMERCIAL RATE

	<u>1 Time Insertion</u>	<u>3 Time Insertion</u>	<u>6 Time Insertion</u>
Full Page	\$600	\$575	\$500
1/2 Page	\$350	\$325	\$290
1/4 Page	\$225	\$210	\$175
1/8 Page	\$150	\$125	\$100

All ads must be camera ready -- faxed copies are NOT camera ready
 Set-up/design for ads - equal to the price of ad
 (Changes that we must do to original ad will result in a set-up charge)
 An additional \$10.00 will be charged for setup after the deadline date
 Preferred position - Add \$25.00
 Color advertisements - add \$250 to the cost of the prices listed above

ADVERTISING DEADLINES

<u>Issue</u>	<u>Camera Ready</u>	<u>Not Camera Ready</u>
December	October 25	October 15
February	December 28	December 15
April	February 25	February 15
June	April 25	April 15
August	June 25	June 15
October	August 25	August 15

American Volkssport Association, 1001 Pat Booker Rd, Suite 101, Universal City, TX 78148-4147



THE AMERICAN WANDERER (TAW)

The American Wanderer (TAW) is the official publication of the American Volkssport Association (AVA), a non-profit, educational association that promotes public health and personal wellness, relaxation, recreation, fun and fellowship for all ages through aerobic, self-paced walking, swimming, bicycling and cross-country skiing activities. The AVA represents the United States as a member country of the International Volkssport Verband (IVV) and administers all IVV programs in the United States.

The publication provides its readers with general information, articles and pictures on special Association activities, Association business, health and fitness, safety, and issues of concern to the membership. Additionally, articles on upcoming national and international volkssporting events, event calendars and IVV award recipient lists are provided for the reader.

Frequency-Insertion: Bimonthly - February, April, June, August, October, & December

Type: 62 page, short tabloid newspaper (11-1/2" x 13-3/4")

Circulation: 5650

5,000 Individual Subscribers

350 Member Clubs and State Associations

300 Individual Inquiries



THE AMERICAN WANDERER (TAW) Advertising Rates

CLUB RATE

	<u>1 Time Insertion</u>	<u>3 Time Insertion</u>	<u>6 Time Insertion</u>
Full Page	\$500	\$450	\$400
1/2 Page	\$290	\$275	\$250
1/4 Page	\$175	\$160	\$135
1/8 Page	\$ 80	\$ 75	\$ 65

All ads must be camera ready--faxed copies are NOT camera ready
 Set-up/design for ads - equal to price of ad
 (Changes that we must do to original ad will result in a set-up charge)
 An additional \$10.00 will be charged for setup after the deadline date.
 Preferred position - Add \$25.00

ADVERTISING DEADLINES

<u>Issue</u>	<u>Camera Ready</u>	<u>Not Camera Ready</u>
December	October 25	October 15
February	December 28	December 15
April	February 25	February 15
June	April 25	April 15
August	June 25	June 15
October	August 25	August 15