

2006 Electronic Marketing Program

(Information in this document subject to change without notice)



CMP

United Business Media

Effective January 1, 2006

The CMP Entertainment Media's electronic community is your direct line to the professionals who use your products and services. These pros rely on CMP's print and electronic information offerings to get the information they need to stay competitive. By advertising with the CMP electronic community, you can be sure your message is not just getting out to the people but out to the right people—the ones who make the decisions for their company.

And the numbers of these important individuals speak for themselves. Our e-mail lists are made up of over 150,000 qualified professionals—and they continue to grow!

Specifications & Pricing Comparison Guide

Description	Specs (in pixels)	Type	Web Site Ad Prices	Newsletter Ad Prices
Umbrella Banner Ad	728 x 90	Fixed	\$3,000/month (per Site)	\$1,000/per newsletter
Top Banner Ad	468 x 60	*See Description	\$1,000/month (per Site)	\$500/per newsletter
Standard Banner Ads	420 x 90	Fixed	\$2,000/month (per Site)	\$500/per newsletter
Skyscraper Ads	160 x 600	Fixed	\$2,500/month (per Site)	\$600/per newsletter
Junior Skyscraper Ads	160 x 300	Fixed	\$2,000/month (per Site)	\$600/per newsletter
Barker Ad: Top Position	160 x 100	Fixed	\$1,500/month (per Site)	\$500/per newsletter
Barker Ad: 2nd Position	160 x 100	Fixed	\$1,200/month (per Site)	\$400/per newsletter
Barker Ad: Rotating Position	160 x 100	Rotating	\$1,000/month (per Site)	N/A/per newsletter
Advertorial	N/A	Fixed	\$1,200/month (per Site)	\$500/per newsletter
Interactive Flipbook	(See Sample)	--	\$2,000/10 frames	--

For more information, visit <http://www.cmpmedia.com/samples>

Descriptions

Umbrella Banner Ad

First thing to load in, first thing seen. The Umbrella Banner Ad is an extra large banner that goes across the top of our Web pages and newsletters -- even above the header bar. Your ad is sure to be noticed in this attention-getting position. SPECS: 728 x 90 pixels

Top Banner Ad

Place your message in a prominent spot near the top of our frequently visited Web sites and well-read newsletters. Get our influential visitors to visit your site. SPECS: 468 x 60 pixels (Rotating on Web/Fixed on Newsletter)

Standard Banner Ads

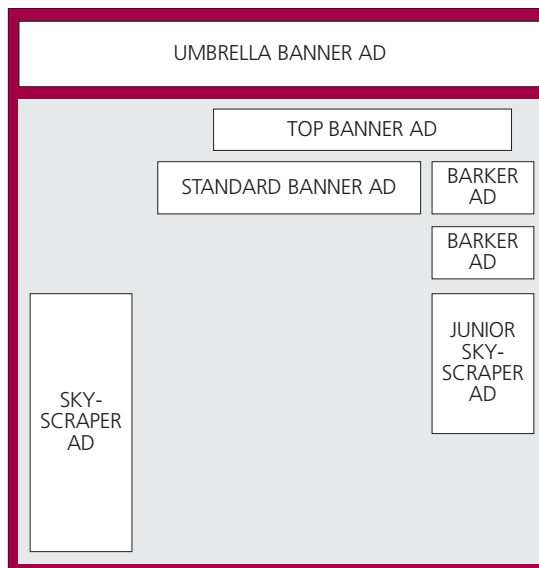
Place your ad where the edit begins! This banner runs directly above the feature stories or top news item. SPECS: 420 x 90 pixels

Skyscraper Ads

Make an impression on our Web visitors and newsletter readers with an impossible to ignore Skyscraper ad running down the lefthand side of our Web pages and newsletters. SPECS: 160 x 600 pixels, Junior: 160 x 300 pixels

Barker Ads

Our most cost-effective option. get prominent placement with a fixed or rotating right-hand side position. SPECS: 160 x 100 pixels, (Fixed/Rotating)



Sales Contact

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Websites

2-pop.com
 automediama.com
 AVWorshipSystems.com
 CarSound.com
 cinematographer.com
 designinmotion.com
 dcinematography.com
 televisionbroadcast.com
 directorsworld.com
 editorsnet.com
 governmentvideo.com
 hdvroadshow.com
 LivefromAES.com
 LivefromCedia.com
 LivefromNAB.com
 LivefromNSCA.com
 LivefromSIGGRAPH.com
 medialinenews.com
 musicyellowpages.com
 postindustry.com
 prosoundnews.com
 rentalstaging.com
 resmagonline.com
 sportstvproduction.com
 surroundpro.com
 systemscontractor.com
 vfxpro.com
 videography.com

Newsletters

2-Pop
 Car Sound & Performance
 Cinematographer.com
 Designinmotion.com
 Digital Cinematography
 Directorsworld.com
 Editorsnet.com
 LivefromAES
 LivefromCedia
 LivefromNAB
 LivefromNSCA
 LivefromSIGGRAPH
 Medialine
 PostIndustry.com
 Pro Sound News
 Rental & Staging Systems
 Residential Systems
 Sports TV Production
 Systems Contractor News
 Television Broadcast
 VFXPro.com
 Videography
 WhatsNewatCedia.com
 WhatsNewatNAB.com

2006 General Conditions

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1. All orders are subject to acceptance by CMP Entertainment Media, Inc. at its headquarters in New York, New York.
2. No conditions other than those set forth in this rate card shall be binding upon CMP Entertainment unless specifically agreed to by CMP Entertainment in writing.
3. Positioning of advertisements is at the sole discretion of CMP Entertainment except where a specific position has been agreed to by CMP Entertainment in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed between the parties in writing. CMP Entertainment is under no obligation to revise advertising materials not received by the CMP Entertainment production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. CMP Entertainment assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. CMP Entertainment is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond CMP Entertainment's control.
7. In consideration of CMP Entertainment's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend CMP Entertainment against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of CMP Entertainment's printing, publishing or distributing such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
8. In no event shall CMP Entertainment be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to CMP Entertainment for the publication or distribution of such materials.
9. CMP Entertainment reserves the right to hold the advertiser and its agency jointly and severably liable for all monies that are due and payable to CMP Entertainment.
10. Advertising in CMP Entertainment's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.