





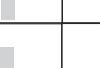
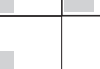





DISPLAY RATES

> 25,000 Circulation
> More than 69,000 readers each week
> Rates effective 01/01/2021 (no rate increase since 2008)

				OPEN	6x	13x	26x	39x	52x
DOUBLE TRUCK		19" x 10"		3668	3448	3228	2824	2531	2384
FULL PAGE		9" x 10"		2055	1932	1808	1582	1418	1336
3/4		6.67" x 10"		1640	1542	1443	1263	1132	1066
2/3		9" x 6.56"		1570	1476	1382	1209	1083	1021
1/2		4.34" x 10" V 9" x 4.84" H		1178	1107	1037	907	813	766
1/3		4.34" x 6.56" V 9" x 3.12" H		814	765	716	627	562	529
1/4		2.01" x 10" V 4.34" x 4.84" S		694	652	611	534	479	451
1/6		2.01" x 6.56" V 4.34" x 3.12" H		495	465	436	381	342	322
1/8		2.01" x 4.84"		432	406	380	333	298	281
1/12		2.01" x 3.12"		320	301	282	246	221	208
1/16		2.01" x 2.26"		216	203	190	166	149	140

Policies Payment in advance is required of all advertisers unless credit is approved by publisher.

Accounts are due and payable upon billing, and become past due on the 10th day following statement date. A service charge of 1.5 percent per month will be assessed on overdue balances, 50¢ minimum.

I/We agree that should it become necessary for Good Times to institute legal proceedings for the collection of any balance due under this account, I/We agree to pay reasonable attorney's fees to be fixed by the court, and all costs to suit.

Conditions As used in this section the term "publisher" shall refer to Good Times. The publisher reserves the right to edit, alter, omit, or refuse any advertising submitted for publication and to insert the word "Advertisement" where deemed appropriate.

Good Times accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error that does not materially affect the value of the advertisement. To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Drawings, artwork and articles for reproduction are accepted only at advertiser's risk and should be clearly

marked to facilitate return.

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense and/or loss by reason of any claims arising out of publication.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental entity, fire, flood, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

Good Times reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to contract advertisers. Conditions other than rates are subject to change by publisher without notice.

All advertising orders are accepted subject to other provisions, terms, and rates of our current rate card.

Advertisers failing to meet contract requirement for frequency or number of inches will be re-billed at a higher rate corresponding to the actual amount of space used at the earned frequency or bulk rate.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the rate card.

No verbal agreement altering the rates and/or terms of this

Premium Placement 15 percent will be added to the ad cost for premium placement. Good Times will make every effort to comply with reasonable placement requests when possible but no placement is guaranteed unless premium placement charge is paid.

Political Rate Open rate. Payable at time of placement.

Preprinted Insertion Please call your sales representative for information.

Mechanical Information All ads must be submitted electronically. A color proof must accompany all 4-color ads. Please contact your account representative for detailed guidelines.

DEADLINE Thursday at 3pm for space reservation & production. Electronic ads Friday, 5pm. Proof corrections: Friday, 5pm. Earlier deadlines apply for some holidays and Special Issues. Contact a sales representative for further information.

GoodTimes

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