

USED CAR NEWS

ADVERTISING PLACEMENT

Insertion Orders and Contact

Mail: *Used Car News*
Advertising
P.O. Box 80800
St. Clair Shores, MI 48080

Phone: 800-794-0760 or 586-772-5200

Fax: 586-772-9400

E-mail: sales@usedcarnews.com

Rate Protection

Publisher reserves the right to change rates and terms at any time without notice, provided only that for any contract advertiser, the rates shall continue to apply for issues published within 90 days of the effective date of such change.

Payment Terms

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. Bank.

Publisher holds the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility.

Publisher will not be bound by conditions printed or otherwise, on contracts, order blanks, or instructions when such conditions conflict with its policies.

All monies are due net 30. After 30 days, a 1.5 percent charge will be added to all unpaid balances each month.

Circulation

Used Car News is distributed nationally to new car dealers and independent used car dealers who are registered at auto auctions, plus paid subscribers.

Editorial Content

The editorial content of *Used Car News* is independent from the publication's advertising side. All suggestions for article ideas and topics are evaluated by our editors on the basis of their value to readers. Display Advertising may not resemble the editorial or page format of *Used Car News*. UCN reserves the right to use the word "ADVERTISING," with or without accompanying graphic elements, to clearly identify text-intensive ads.

Advertising Resale Prohibited

Proceeds from all advertising space sold in the publication are payable only to *Used Car News*. No other party may accept such proceeds without specific written permission from an authorized representative of the Publisher. No company, person or entity may act as an advertising sales agent for *Used Car News*, without specific written permission from an authorized representative. *Used Car News* will not accept or publish advertising sold by unauthorized parties. Advertising space purchased from *Used Car News*, including inserts and special sections, may not be resold or donated to other parties, and may not be subdivided into portions for sale or donation to other parties.

Publisher's Protective Clause

By issuance of a rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Used Car News* and by tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and cost (including reasonable attorney fees) resulting in any way from Publisher's compliance with such insertion order (including but not by way of limitation, from claims of liability, violation of privacy, copyright infringement or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of any tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or of the tendered advertising, because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to reject or omit any advertising for any reason.