



# Rates and Products

Advertising options, section descriptions, display/classified rates and terms for 2017

## PHOENIX BUSINESS JOURNAL

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# Display advertising rates

Net rates effective January 2017

Ad size	Open Rate Open	\$10,000 7x	\$20,000 13x	\$40,000 19x	\$60,000 26x	\$80,000 52x	\$100,000	\$125,000
2 page spread	14,989	12,590	10,493	9,892	9,140	7,198	6,067	5,556
Full page	8,252	7,344	5,897	5,450	5,167	4,234	3,687	3,352
3/4 page	7,432	6,614	5,287	4,877	4,645	3,805	3,375	3,075
Island	8,062	6,047	4,874	4,469	3,696	3,287	3,097	2,831
1/2 page	5,785	5,264	4,195	3,885	3,711	3,077	2,749	2,523
3/8 page	4,541	4,132	3,387	3,112	2,991	2,515	2,276	2,106
1/4 page	4,338	3,948	3,349	3,026	2,918	2,431	2,199	2,038
1/8 page	2,845	2,617	2,275	2,227	2,107	1,793	1,631	1,537

Custom Ad size	Open Rate Open	\$10,000 7x	\$20,000 13x	\$40,000 19x	\$60,000 26x	\$80,000 52x	\$100,000	\$125,000
2 page Strip Ad	5,230	4,600	4,230	4,010	3,610	3,290	2,935	2,740
1 page Strip Ad	2,906	2,557	2,342	2,227	2,004	1,828	1,631	1,522
2 page Belt	10,738	9,667	8,051	7,653	6,814	5,816	5,200	4,700
1 page Belt	5,909	5,072	4,319	3,885	3,529	3,138	2,746	2,492
Wave	4,639	4,002	3,487	3,112	2,844	2,565	2,276	2,086
Tower	4,639	4,002	3,487	3,112	2,844	2,565	2,276	2,086
L / Rev L Ad	4,639	4,002	3,487	3,112	2,844	2,565	2,276	2,086
U / Goal Post Ad	5,909	5,072	4,319	3,885	3,529	3,138	2,746	2,492
Triangle Center	4,639	4,002	3,487	3,112	2,844	2,565	2,276	2,086
Triangle Corner	4,639	4,002	3,487	3,112	2,844	2,565	2,276	2,086
Logo Ad				714	510	337		
Page 1 Logo Ad				930	795	675	580	495

## SPONSORSHIPS

Presenting	\$25,000.00
Premier	\$18,500.00
Gold	\$15,000.00

2 year agreement discounts available

## PRICES INCLUDE 4 COLOR

## GUARANTEED POSITION FEE

15% for all guaranteed positions.  
25% for guaranteed back cover position.

## CANCELLATION

Cancellation of an ad or a change in its schedule must be received in writing before the insertion deadline. Ads cancelled after insertion deadline will be billed at 100%.

## FREQUENCY OR VOLUME DISCOUNTS

Discounts are determined by combining the total number of insertions in the *Phoenix Business Journal*, the Book of Lists or any other publication or website insertion within the contract period. Contract begins with date of first insertion and must be fulfilled within a twelve-month period. Pre-printed inserts may also be included as part of your frequency contract. Contracts guarantee the frequency rate earned and ad sizes may vary during contract period. Refer to the column under the frequency for rate of desired size. Rates subject to change during contract period.

\*Frequency applies to print only clients. Volume rates apply to multi-platform clients.

## CREDIT, PAYMENT AND COMMISSIONS

All first-time advertisers must complete a credit application and have it approved prior to placement of ads, or pay in advance. Payment by check, Visa, MasterCard or American Express. All advertisers must submit a Credit Application. Terms of credit extension to advertisers is Net 30 Days. No cash discounts. Any discrepancies in advertising invoices must be questioned within 10 days of publication. Agencies must submit a Credit Application. Agency disclaimers will be honored only after the client submits a Credit Application and letter acknowledging financial responsibility for all advertising placed on their behalf by their Agency of Record. Ad materials that require production or camera work will be charged at the appropriate rate. All advertising transactions with the *Phoenix Business Journal* are subject to the publication's advertising terms and conditions.



# Reprints

## Featured in Phoenix Business Journal? Market your success!

Show your customers your success with Phoenix Business Journal reprints!  
Your reprint is customized to your company and many options are available including:

- » Hard Copy Reprints | Prices vary by quantity
- » Digital ePrints | Starting at \$550
- » Wall Plaques & Awards | Starting at \$169
- » Photos | Starting at \$150
- » Press Releases | Prices vary

Contact [reprints@bizjournals.com](mailto:reprints@bizjournals.com) | 877.397.5134 for full options and pricing.

# Inserts

Per Insertion	0-4x	5x or more
Up to 4 pages	\$1,500	\$1,000
Up to 8 pages	\$3,000	\$2,500
Up to 12 pages	\$3,500	\$3,000

### STANDARD INSERTS: FULL PRESS RUN

Full Press Run = 11,000\*  
Mailed Circulation = 10,500\*

\*Numbers should be verified before reserving insertion date.

### INSERT REQUIREMENTS

Inserts must be submitted for approval 10 days prior to publication. Any inserts resembling editorial content must have "Paid Advertising Supplement to the *Phoenix Business Journal*" in 14-point type at the bottom of all pages. The word "catalog" may not appear anywhere on an insert. All prices are for inserts weighing one ounce or less; each additional 1/2 ounce is a \$25 per thousand cost increase. Inserts are available on a first-come, first-served basis. Postal regulations govern insert requirements; publisher's approval must be obtained before printing insert pieces.

Maximum insert size is 10" x 12.5". Minimum insert size is 4" x 6" on 70# card stock.

### INSERT DEADLINES AND DELIVERY

Reservations must be made by Wednesday 9:00 am, nine days prior to publication. Inserts must be delivered to the mailing house on Friday, seven days prior to publication. Delivery and charges associated with the inserts are the responsibility of the advertiser.

### INSERTS SHOULD BE SENT TO:

Valley Newspapers, 23043 N. 16th Lane, Phoenix, AZ 85027  
Attention: Yoli Garilick, (602) 290-4221



# Book of Lists

Effective January 2017

The Book of Lists is the most valuable business resource in the Valley — containing thousands of facts and listings for nearly 3,500 businesses in a wide array of categories and industries. This compilation of the Phoenix Business Journal's updated weekly lists is published annually in one large reference volume. Sold year-round, the Book of Lists is packed with information that can't be found elsewhere. It's the "Who's Who" of businesses in metro Phoenix.

Ad size	Open	Renew
Full page	\$10,476	\$10,271
1/2 page	7,637	7,488
1/4 page	5,250	5,147

Rates includes four-color.

\*Special pricing is available for qualified nonprofit organizations.  
Contact your Multimedia Specialist

#### DIMENSIONS:

Full-Live	10 x 13.5
Trim	10.75 x 14.5
Bleed	11.25 x 15
1/2 Horizontal	10 x 6.5
1/2 Vertical	5 x 13.5
1/4 Standard	5 x 6.5

#### 2017 DEADLINES

**Issue date:** December 29

**Space reservation deadline:** September 29

**Work-up materials due:** October 6

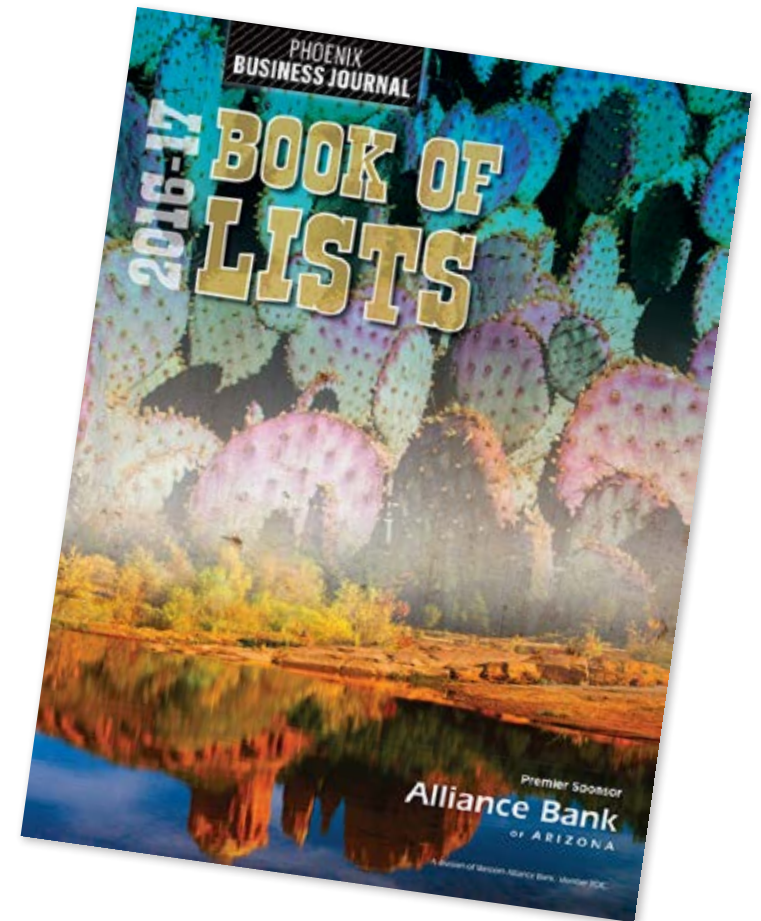
**Camera-ready ads due:** October 13

#### SPONSORSHIP OPPORTUNITIES AVAILABLE.

Please contact your Advertising Consultant.

Book of Lists ads and sponsorships may not be canceled.

All Book of Lists ads and sponsorships are net.



# Book of Lists Sponsorships

## PRESENTING COVER SPONSORSHIP - INVESTMENT: \$32,000

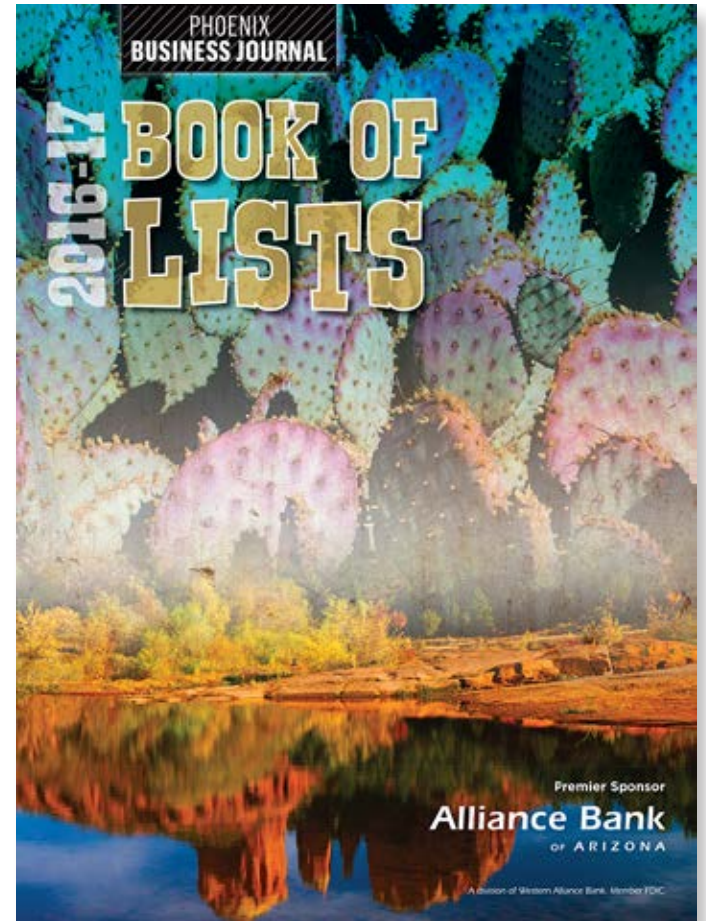
- » Logo on cover
- » Two four-color spreads (4 full pages), with premium positioning
- » Half page sponsor letter
- » Recognition in the publisher letter
- » Opportunity to partner with the *Phoenix Business Journal* in industry roundtable discussions
- » Presence at the event
- » 100 copies of Book of Lists + one Book of Lists on disc
- » 20 tickets to the Book of Lists party (to be used by CEO or business development team)
- » 2 tickets to a 2017 signature event
- » 2 tickets to a 2017 BizMix

## PREMIER COVER SPONSORSHIP - INVESTMENT: \$27,000

- » Logo on cover
- » Two full-page, four-color ads, one in premium positioning
- » Half page sponsor letter
- » Recognition in the publisher letter
- » Opportunity to partner with the *Phoenix Business Journal* in industry roundtable discussions
- » Presence at the event
- » 100 copies of Book of Lists + one Book of Lists on disc
- » 15 tickets to the Book of Lists party (to be used by CEO or business development team)
- » 2 tickets to a 2017 signature event
- » 2 tickets to a 2017 BizMix

## COVER SPONSORSHIP - INVESTMENT: \$22,000

- » Logo on cover
- » One full-page, four-color ad in premium positioning
- » 250-word sponsor letter
- » Recognition in the publisher letter
- » Presence at our annual Book of Lists party
- » 100 copies of Book of Lists + one Book of Lists on disc
- » 15 tickets to the Book of Lists party (to be used by CEO or business development team)
- » 2 tickets to a 2017 signature event



# Weekly lists

Phoenix Business Journal's weekly lists are compiled with information about the top local companies in specific industries. The lists are a mixture of self-reported information, original research conducted by Phoenix Business Journal and established third-party sources.

## Weekly list topics

See the 2017 Production Calendar »

(List Strip Specs: 10w x 1.5h)

List Strip Ad	\$1,920
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## Secure space near a list in the Book of Lists

Take advantage of up to 60% off the regular newspaper rate when you advertise in both the newspaper when the list comes out, and again in the Book of Lists for year round exposure.

## Book of Lists Strip ad

(List Strip Specs: 10w x 1.5h)

List Strip Ad	\$2,500
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PHOENIX BUSINESS JOURNAL

# THE LIST

Compiled by Dale Brown  
 602-308-6511, @PhxBZDaleBrown,  
 dbrown@bizjournals.com

## COMMERCIAL REAL ESTATE DEVELOPERS

RANKED BY TOTAL SQUARE FOOTAGE DEVELOPED, VALLEY BUILDINGS STARTED OR COMPLETED IN 2014

Rank	Developer name / 2014 Rank Website	Address Phone	Local square footage developed in 2014	# of local projects developed in 2014	Notable Valley developments	Top local executive	Year founded locally
1	Mark-Taylor Inc. <a href="#">mark-taylor.com</a>	6623 N. Scottsdale Rd. Scottsdale, AZ 85250 480-991-9111	2.06 million	4	San Milan, San Francisco, San Sonoma, San Francisco	Jeff Mori, Scott Taylor	1990
2	AZ Sourcing LLC <a href="#">azsourcing.com</a>	7047 E. Greenway Pkwy., #1900 Scottsdale, AZ 85248 480-264-8181	1.77 million	3	PhoenixMART, CityGate, NALTEC	Markus Stasi, meta@azsourcing.com	2009
3	Kitchell <a href="#">kitchell.com</a>	1707 E. Highland Ave. Phoenix, AZ 85018 602-264-4411	1.4 million	5	McDowell Mountain Business Park, Riverpoint Business Park, Camelback Crossing	James Swanson, Jorge Avellano	1950
4	Ryan Companies US Inc. <a href="#">ryancompanies.com</a>	3980 E. Camelback Rd., #100 Phoenix, AZ 85018 602-522-6000	680,000	7	Maricopa Heights, Camelback Gateway Technology Center, FBI Phoenix Division, One North Central	Rick Collins	1994
5	Trammell Crow Co. <a href="#">tcc.com</a>	2311 E. Camelback Rd., #102 Phoenix, AZ 85016 602-224-4000	620,000	3	Cohesive Open Logistics Center phases 1 and 3, Park Lakes at Spectrum Ridge, Park Lakes	Jim Mahoney	1978
6	Merit Partners, Inc. <a href="#">meritpartners.com</a>	6720 N. Scottsdale Rd., #210 Scottsdale, AZ 85253 480-483-8300	580,000	1	PK310, Tolson Corporate Park	Kevin Casavieck, kevin@meritpartners.com	2010
7	Hines <a href="#">hines.com</a>	215 E. Camelback Rd., #150 Phoenix, AZ 85016 602-385-9000	391,000	1	Chandler Viridian	Christopher Anderson, chris.anderson@hines.com	1996
8	Irgens Partners <a href="#">irgens.com</a>	5055 E. Washington St., #110 Phoenix, AZ 85014 602-623-0200	391,206	5	Arcade at Chandler Airport Center, Harbor Vista Medical Commons, 979 Plaza Del Norte, Mountain Ranch Medical Commons	Jason Masterson, jason@irgens.com, Jason Acapone, jason@irgens.com	2006
9	SunCap Property Group <a href="#">suncap.com</a>	6101 Carnegie Blvd., #100 Charlotte, NC 28209 704-946-9000	306,249	1	Global Spectrum Business Park, distribution center (Chandler)	Austin Latta, Mike Orr, mro@sunscap.com	2009
10	RED Development LLC <a href="#">reddevelopment.com</a>	1 E. Washington St., #300 Phoenix, AZ 85004 480-947-7772	263,964	1	CityScape Phoenix, The Shops at North Ridge, The Shops at West E. Country	Mike Stern	1995
11	Lincoln Property Co. <a href="#">lpc.com</a>	3131 E. Camelback Rd., #118 Phoenix, AZ 85016 602-912-8888	260,000	2	The Grand Rapids, Fremontdale Corporate Center, Ellmore Conference Center, Miller Conference Ctr.	David Krumwold, david@redlpc.com	2001
12	Caliber Development LLC <a href="#">caliberco.com</a>	16074 N. 78th St., #B-104 Scottsdale, AZ 85260 480-295-7600	250,000	7	Crowne Plaza Phoenix Airport, Scottsdale Commons, Tree House Apartments, Uptown Square, Sunway Inn at Riverwalk	Roy Bado, roy.bado@caliberco.com	2009
13	Liberty Property Trust <a href="#">libertyproperty.com</a>	15333 N. Pima Rd., #375 Scottsdale, AZ 85260 480-890-3100	156,513	1	Liberty Center at Rio Salado, Liberty Center Center, Liberty Logistics Center	John Dostal, john@libertyproperty.com	1972
14	Plaza Cos. <a href="#">plazacos.com</a>	9401 W. Thunderbolt Rd., #200 Phoenix, AZ 85021 602-972-1184	149,000	1	St. Johns, The 520 Resonance Innovation Center, Banner Eastville Medical Center, Paradise Valley Medical Plaza	Sharon Harper, sharonharper@plazacos.com	1982
15	Vestar <a href="#">vestar.com</a>	2425 E. Camelback Rd., #750 Scottsdale, AZ 85218 602-886-0900	121,000	2	NA	Rick Kelly, rick@vestar.com, David Leichter, david@vestar.com	1989
16	SimonCRE <a href="#">simoncre.com</a>	5111 N. Scottsdale Rd., #200 Scottsdale, AZ 85210 480-763-1994	104,500	10	Per Club stores in Surprise, Schaumburg and Olive Valley	Johnas Simon, johnas@simoncre.com	2010
17	Barclay Group <a href="#">barclaygroup.com</a>	2390 E. Camelback Rd., #200 Phoenix, AZ 85016 480-306-9399	82,000	2	Tucson SpectraView, Pecos Crossing, Arden Commercial, Bentley Ranch Marketplace, Old Spanish Trail Crossing	Scott Archer	1991
18	Eisenberg Co. <a href="#">eisenberg.com</a>	2390 E. Camelback Rd., #202 Phoenix, AZ 85016 480-468-8100	75,000	1	Silverstone Marketplace	Craig Eisenberg	1993
19	Frontiers Development Inc. <a href="#">frontiersdevelopment.com</a>	2810 E. Camelback Rd., #180 Phoenix, AZ 85016 480-315-9611	35,400	2	Estrella Marketplace, Olive Marketplace, Amberley Marketplace	Steve Leoz, Mark Hollinger, Jay Schwede	2004
20	Grossman Company Properties <a href="#">grossmancompany.com</a>	3101 N. Central Ave., #1200 Phoenix, AZ 85012 602-265-1000	20,000	1	Arizona Grand Phoenix II Spa, Arizona Grand Villa, The Park at Chandler mixed-use development	W. Matthew Crow	1963
21	Evergreen Devco Inc. <a href="#">evg.com</a>	2390 E. Camelback Rd., #410 Phoenix, AZ 85016 602-888-8600	12,073	3	Reimex Center (2), Park 20 Apartments, Goodyear Centerpointe	Andrew Dabner, Bruce Pomeroy, Laura Orta	1974
22	De Rito Partners Development Inc. <a href="#">derito.com</a>	3200 E. Camelback Rd., #175 Phoenix, AZ 85018 480-814-8500	7,157	2	Casa Paloma, Mesa Riverwalk, The Pavilions at Talking Stick	Chuck Carlow, chuck.carlow@derito.com, Marty Du Rini, marty.derito@derito.com	1993

NOTES: NA - not applicable, not available or not approved \* - not listed in 2014

**CLOSER LOOK**

### 9.74M

Total square footage developed in 2014 by the 27 developers listed on this page

### 6.92M

Total square footage developed in 2013 by the 14 developers participating in the 2014 version of this list

**RANKED BY YEAR FOUNDED**  

Kitchell	1950
Grossman Company	1963
Properties Trust	1972
Liberty Property Trust	1972
Evergreen Devco Inc.	1974
Trammell Crow Co.	1978

**ABOUT THE LIST**  
 Information was obtained from developer representatives through email surveys and could not be independently verified by the Phoenix Business Journal Alliance Residential Co. No. 3 last year, did not respond to our inquiries by deadline. Only those developers responding to our inquiries are listed.

**NEED A COPY OF THE LIST?**  
 For information on obtaining reprints, web permissions and commercial use agreements, contact Barbara Barnstead at 602-308-6541 or [barbarnstead@bizjournals.com](mailto:barbarnstead@bizjournals.com). More information can be found online at [PhoenixBizjournals.com](http://PhoenixBizjournals.com) by clicking "About" under the Menu tab near the top of the site.

**WANT TO BE ON THE LIST?**  
 If you wish to be surveyed when The List is next updated, or if you wish to be considered for other lists, email your contact information to Dale Brown at [dbrown@bizjournals.com](mailto:dbrown@bizjournals.com).

YOUR AD HERE



# Digital advertising rates

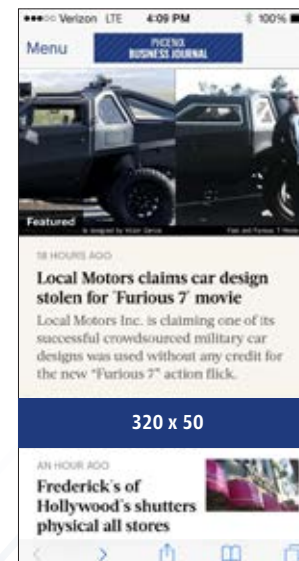
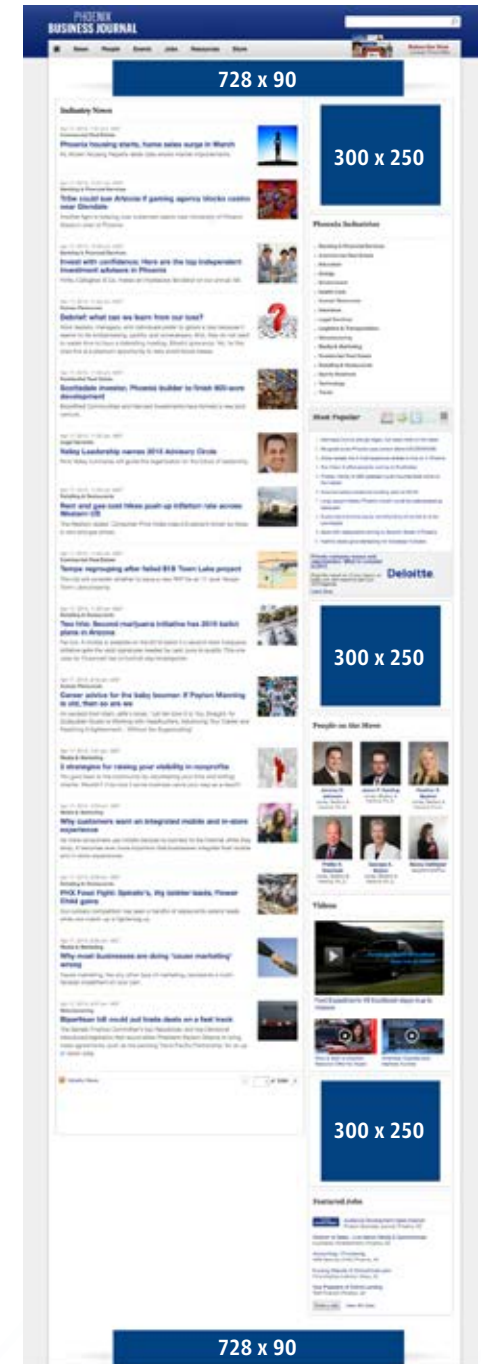
Net rates effective January 2017

RUN OF SITE	Open Rate	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000	Sponsorship ad positions
400,000 impressions	9,270	8,346	7,481	6,663	6,419	6,208	6,084	5,962	100,000 impressions each of upper and lower 300x250, top and bottom 728x90
330,000 impressions	8,294	7,532	6,405	5,714	5,510	5,321	5,214	5,110	82,500 impressions each of upper and lower 300x250, top and bottom 728x90
200,000 impressions	5,529	4,771	4,274	3,806	3,674	3,547	3,477	3,407	50,000 impressions each of upper and lower 300x250, top and bottom 728x90
130,000 impressions	4,147	3,576	3,207	2,857	2,755	2,660	2,607	2,555	32,500 impressions each of upper and lower 300x250, top and bottom 728x90
80,000* impressions	2,764	2,391	2,131	1,909	1,837	1,774	1,738	1,703	20,000 impressions each of upper and lower 300x250, top and bottom 728x90
50,000* impressions	2,750	2,382	2,123	1,901	1,830	1,767	1,731	1,696	12,500 impressions each of upper and lower 300x250, top and bottom 728x90
People on the Move*	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	Upper and lower 300x250, top and bottom 728x90. Must be purchased in conjunction with a 130k ROS package or higher
Special Section*	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	Upper and lower 300x250, top and bottom 728x90. Must be purchased in conjunction with a 130k ROS package or higher
Business Pulse*	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	Upper and lower 300x250, top and bottom 728x90. Must be purchased in conjunction with a 130k ROS package or higher

**Run of site** advertising is based upon impression levels to run throughout Phoenix Business Journal's desktop and mobile sites. Run of Site campaigns reach business decision-makers during their work day and are ideal for branding along our respected, credible business news. Creative flexibility includes the ability to run multiple ad units that can include Flash animation and in-banner video.

Packages include 3 different ad sizes that run across our platforms: 728 x 90, 300 x 250 and 320 x 50 (mobile unit).

\* Two week timeline  
Must be purchased with 130k or higher ROS package  
All impressions served on Web and Mobile platforms. Proportionate delivery based on usage of each platform



# Content Vertical Channel

Content Vertical Channels are premium sponsorships of one specific topic covered by our award-winning local editorial team. Your company has the opportunity to position themselves as the exclusive provider of local breaking news in the topic. Multiple promotional elements in the sponsorship additionally align you with the most relevant content important to your company.

## **Six Benefits Include:**

- » Afternoon edition content vertical module.
- » Landing page
- » Ads on industry articles
- » Run of site ad package
- » Co-branding promo ads
- » Native content option

**Contact Rhonda Pringle at [rpringle@bizjournals.com](mailto:rpringle@bizjournals.com) or 602-308-6525.**

Sign up for Content Vertical Channels at  
**PhoenixBusinessJournal.com**





# Phoenix Business Journal Morning Edition

The Phoenix Business Journal Morning Edition delivers top stories and news alerts to more than 21,000 email in-boxes every day. Executives keep tabs on the pulse of the local business scene with a snapshot of each day's news.

	\$125,000	\$100,000	\$80,000	\$60,000	\$40,000	\$20,000	\$10,000	Open
Top Leaderboard	1,779	1,957	2,135	2,313	2,669	3,114	3,559	4,003
Middle Leaderboard	1,601	1,690	1,868	2,046	2,135	2,491	2,669	3,114
Lower Leaderboard	712	801	979	1,068	1,157	1,423	1,601	1,779
Text Box 1 Logo + Text	801	890	979	1,068	1,157	1,423	1,601	1,779
Text Box 2 Logo + Text	534	623	712	801	890	1,068	1,246	1,334

Notes: All rates are NET. Costs quoted are "per week" (six drops per week: Monday-Friday with a Saturday BONUS).

## Subscriber stats

**OVER  
5,000,000**  
page views  
generated by  
Morning Edition  
in 2016

**106,180**  
Weekly distributions  
(excludes bonus  
Saturday)

**15%**  
increase in Morning  
Edition subscribers,  
from 18,500 in 2012  
to 21,236 in 2016\*

\*As of July 2016

Sign up for the free Morning Edition at  
**PhoenixBusinessJournal.com**



←  
Top  
Leaderboard

→  
Middle  
Leaderboard

→  
Text  
Box 1

←  
Text  
Box 2

→  
Lower  
Leaderboard



# Phoenix Business Journal Afternoon Edition

The Phoenix Business Journal Afternoon Edition delivers top stories and news alerts to more than 24,000 email in-boxes every day. Executives keep tabs on the pulse of the local business scene with a snapshot of each day's news.

	\$125,000	\$100,000	\$80,000	\$60,000	\$40,000	\$20,000	\$10,000	Open
Top Leaderboard	1,861	2,047	2,233	2,419	2,792	3,257	3,722	4,187
Middle Leaderboard	1,675	1,768	1,954	2,140	2,233	2,605	2,792	3,257
Text Box 1 Logo + Text	837	931	1,024	1,117	1,210	1,489	1,675	1,861
Text Box 2 Logo + Text	558	651	744	837	931	1,117	1,303	1,396

Notes: All rates are NET. Costs quoted are "per week" (six drops per week: Monday-Friday with a Saturday BONUS).

## Subscriber stats

**OVER  
5,000,000**  
page views  
generated by  
Afternoon Edition  
in 2016

**120,305**  
clicks in 2014 - an  
average of 3,573  
per email. 59% were  
unique clicks

Weekly distributions  
(excludes bonus Saturday)

**10%**  
increase in Afternoon  
Edition subscribers,  
from 21,840 in 2015  
to 24,061 in 2016\*

\*As of July 2016



←  
Top  
Leaderboard

→  
Middle  
Leaderboard

→  
Text  
Box 1

←  
Text  
Box 2

Sign up for the free Afternoon Edition at  
**PhoenixBusinessJournal.com**



# Upper 728x90 Bundled Weekly

Daily	Weekly	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000
39,449	197,245	6,213	5,523	4,833	4,142	3,590	3,314	3,038	2,761

1) Rate includes top 728x90 of Morning and Afternoon Edition for one week (five drops per week: Monday-Friday)

# Afternoon Edition Bundled Monthly

Daily	Monthly	3 months	6 months	9 months	12 months
21,083	142,660	8,400	7,600	6,700	5,060

1) Costs quoted are "per month" (five drops per week: Monday-Friday)

2) 728x90 runs one month alternating each position - in top 728x90 and middle 728x90

# Morning Edition Bundled Monthly

Daily	Monthly	3 months	6 months	9 months	12 months
18,366	367,320	6,600	5,900	5,100	3,760

1) Costs quoted are "per month" (five drops per week: Monday-Friday)

2) 728x90 runs one month in each position per quarter - one month in top 728x90, one month in middle 728x90, one month in bottom 728x90 (positions determined by availability and Client Success Team)



Top Leaderboard

Sign up for the free Morning and Afternoon Editions at  
**PhoenixBusinessJournal.com**



# Homepage pushdown

**Runs 30 days, must be purchased with 130,000 Run of Site package or higher** (Example found at <http://bit.ly/HomepagePushdown>)

	Cost	Ad unit
50,000 impressions	\$2,000	970x418 / 970x66 pushdown

# Homepage takeover

**Runs five consecutive business days, must be purchased with 130,000 Run of Site package or higher** (Example found at [http://bit.ly/Homepage\\_Takeover](http://bit.ly/Homepage_Takeover))

	Cost	Ad unit
38,000 impressions	\$2,300	970x418 / 970x66 pushdown, 300 x250, 1600x660 skin

# Bottom line/slider

**Runs 30 days, served to one unique user per day** (Example found at <http://bit.ly/BottomLineSlider>)

	Cost	Ad unit
87,891 impressions	\$3,520	1034x90/1034x30 for bottom line, 950x90/950x460 for slider



# Deadlines & Cancellations

## Weekly newspaper

*Phoenix Business Journal* publishes weekly, 52 times a year, on Fridays. Premium positions are sold on a first-come basis. Deadlines for weeks that include a federal holiday are one day early.

Section/advertising Type	Deadline
Display advertising insertion	Wednesday, 8 days prior to publication
Cancellation	Wednesday, 8 days prior to publication
Workup materials due	Wednesday, 8 days prior to publication
Camera-ready artwork due	Friday, 1 week prior to publication

## Special sections and publications

Special sections and publications such as Outstanding Women in Business, Healthiest Employers and 40 Under 40 are published periodically and are inserted into, or run as part of, the weekly Friday paper.

Section/advertising Type	Deadline
Display advertising insertion	Friday, 3 weeks prior to publication
Workup materials due	Wednesday, 8 days prior to publication
Camera-ready artwork due	Wednesday, 8 days prior to publication
Cancellation	Friday, 4 weeks prior to publication

## Digital Deadlines

	Deadline
Web Banners and Newsletters	3 days prior to scheduled run
Monthly Sponsorships	5 days prior to scheduled run
Slider	10 days prior to scheduled run

## Free-standing inserts

Inserts for the weekly newspaper

	Deadline
Reservation	Wednesday, 8 days prior to publication
Delivery	Friday, 7 days prior to publication
Cancellation	Wednesday, 8 days prior to publication

## Book of Lists

The Book of Lists is published once a year. Positions are sold on a first-come basis.

Issue date	Deadline
	Friday, December 23
	Deadline
Display advertising insertion	Friday, September 30
Workup materials due	Wednesday, October 7
Camera-ready artwork due	Friday, October 14
Cancellation	Cannot be cancelled

## CANCELLATION POLICY

Cancellation of an ad or a change in its schedule must be received in writing on or before the insertion deadlines listed above. Ads cancelled after insertion deadline will be billed at 100%.

## MATERIALS DEADLINES

If advertiser fails to provide workup materials and/or camera-ready artwork by deadline, the most recent ad will publish.



# Terms and conditions

The following terms and conditions govern all entities that place advertising ("Advertiser"), either directly or through an agent ("Agency"), with publications ("Business Journal(s)"), digital Business Journal publications ("Digital Editions"), websites and mobile sites ("Websites") and applications ("Apps") and any other service (collectively, together with Business Journals, Digital Editions, Websites and Apps, the "Service") published and/or owned, licensed or operated by or on behalf of American City Business Journals ("Publisher"). The placement of advertising in any Publisher Service constitutes Advertiser's (and, if applicable, Agency's) agreement to these terms. These terms and conditions may be modified from time to time by Publisher; additional placement of advertising will constitute Advertiser's (and, if applicable, Agency's) agreement to any such modifications.

## I. DEFINITIONS

**A. "Dollar Volume Discount"** is determined by combining the dollar value of print and digital insertions in the Business Journal(s) plus sponsorships, within the contract period. Contract begins with the date of first insertion and must be fulfilled within a 12-month period. Book of Lists and pre-printed inserts may also be included as part of your volume contract. Contracts guarantee the volume rate earned and ad sizes may vary during contract period. Refer to the column under the volume for rate of desired size. Rates subject to change during contract period. Rate increases are effective January 1, and all advertisers' rates change on that date.

**B. "Short Rate"** is the difference between the rate charged on the contracted dollar volume and the higher rate based on the reduced dollar volume of advertisements actually published and paid for.

## II. TERMS AND CONDITIONS APPLICABLE TO ADVERTISING PLACED IN ANY PUBLISHER SERVICE

**A. PUBLISHER'S RIGHT TO REJECT, CANCEL OR TERMINATE ORDERS:** Publisher reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published, displayed, performed or transmitted (collectively referred to herein as "Published" or "Publish"), including, but not limited to, for reasons relating to the content of the advertisement or any technology associated with the advertisement. In the event of such cancellation or rejection by Publisher, advertising already run and to be run shall be paid for at the rate that would apply if the entire order were Published and no Short Rate will apply. Publisher, at its absolute discretion, may terminate

its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of either Advertiser or Agency to pay each bill by its due date. Should Publisher terminate its relationship with Advertiser and/or Agency, a Short-Rate may apply and all charges incurred together with Short-Rate charges shall be immediately due and payable. Furthermore, in the event Advertiser or Agency breaches, Publisher may, in addition to its other remedies, (a) cancel its recognition of Agency, thereby causing Agency to lose claim to any commission for any further advertising placed with Publisher on behalf of Advertiser or any other client of Agency, and/or (b) refuse to Publish any or all of Advertiser's advertising.

**B. ADVERTISER'S FAILURE TO RUN ADVERTISING/SHORT-RATE:** All agreements for advertising Dollar Volume Discounts require that the specified dollar volume of advertisements be Published within a specified period and be promptly paid for. In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order/contract or failure to have Published and paid for the specified dollar volume of advertisements, or if at any time Publisher in its reasonable judgment determines that Advertiser is not likely to Publish and pay for the total amount of advertising specified during the term of the agreement, any rate discount will be retroactively nullified, including for previously Published advertisements, and may result in a Short-Rate. In such event, Advertiser and/or Agency must reimburse Publisher for the Short-Rate within 30 days of invoice therefor and Advertiser will thereafter pay for advertising at the open rate or at the earned rate(s) as applicable. Any merchandising program executed by Publisher in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program. Advertising credits (for any earned advertising Dollar Volume Discount adjustments for advertising run in excess of specified schedule) will only be earned if all advertising is paid for by the due date. Advertising credits must be used by the Advertiser within six months after the end of the period in which they were earned. Any portion of such advertising credits unused at the expiration of the foregoing six month period shall be expired and Publisher shall not have any further obligation to Advertiser and/or Agency with respect thereto.

**C. RESTRICTIONS ON ADVERTISER'S CANCELLATION OF ADVERTISING ORDERS:** No changes in orders or cancellations are accepted unless received before the specified closing dates, which vary by product and are set forth in Publisher's rate card and web site. No changes in orders or cancellations may be considered executed unless acknowledged in writing by Publisher.

Orders not cancelled as of these closing dates will be billed, even though Advertiser fails to furnish copy, digital files or film. When change of copy or artwork is not received by the closing date, copy run in previous issues will be published. Should Publisher agree to cancel an existing work order, Advertiser will be responsible for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

**D. ADVERTISING POSITIONING AT PUBLISHER'S DISCRETION:** Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and Published but such restrictions or specifications are at Publisher's sole discretion.

**E. LABELING OF ADVERTISEMENTS:** Advertisements that simulate or resemble, or otherwise might not be obviously distinct from, editorial content must be clearly identified and labeled "ADVERTISEMENT" or any other label as determined by Publisher at the top of the advertisement, and Publisher may, in its discretion, so label such material and/or otherwise distinguish the style and/or presentation of such material.

**F. INSERTS:** An accurate copy of any furnished insert must be submitted to Publisher for review prior to the printing of the insert. Publisher's review and/or approval of such copy does not release or relinquish Advertiser/Agency from its responsibilities hereunder. Publisher is not responsible for errors or omissions in, or the production quality of, furnished inserts. Advertiser and/or Agency shall be responsible for any additional charges incurred by Publisher arising out of Advertiser and/or Agency's failure to deliver furnished inserts pursuant to Publisher's specifications. In the event that Publisher is unable to Publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall nevertheless remain liable for the space cost of such insert.

**G. ERRORS IN OR OMISSIONS OF ADVERTISEMENTS:** In the event of Publisher's errors in or omissions of any advertisement(s), Publisher's liability shall be limited to a credit of the amount paid attributable to the space of the error/omission (in no event shall such credit exceed the total amount paid to Publisher for the advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher's attention no later than 60 days after the advertisement is first Published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Publisher shall have no liability. In no event will Publisher have any liability for errors or omissions caused by force majeure or errors in key numbers. In the event of a suspension of print publication due to computer, software, or network malfunction, congestion, repair, strike, accidents, fire, flood, storms, terrorist attacks, acts of war or any other cause or contingencies or force majeure beyond the reasonable control of Publisher, it is agreed that such suspension shall not invalidate

any advertising agreement but a) will give Publisher the option to cancel any advertising agreement, or if Publisher does not do so, b) upon resumption of print publishing, the agreement shall be continued and Publisher will have no liability for any errors or omissions or any damages or missed impressions caused by such suspension. IN NO EVENT WILL PUBLISHER HAVE ANY LIABILITY FOR ANY ADVERTISING CREATIVE OR PRINTING COSTS, ADMINISTRATIVE COSTS, AND/OR CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION AND THE LIKE.

**H. TRADEMARKS:** The titles and logos of the Business Journals and other publications Published by American City Business Journals, as well as the Websites and Apps Published or used by American City Business Journals, are registered trademarks and/or trademarks protected under common laws. Neither the titles nor the logos may be used without the express written permission of American City Business Journals.

**I. WARRANTIES; INDEMNIFICATION:** Advertiser and its Agency, if there be one, each represent and warrant that: (i) Advertiser's websites, mobile sites, applications, and/or similar services that are associated with advertising purchased under an IO shall contain all necessary consumer disclosures required by applicable federal, state and local laws, rules and regulations, including, but not limited to, a conspicuous link to a clear, accurate and up-to-date Privacy Policy (and Advertiser shall not violate the terms of such disclosures) that: (a) discloses (1) the usage of third party technology; (2) the participation of third party service providers; and (3) the data collection and usage by such service providers and from such third party technology; and (b) complies with all applicable privacy laws, rules and regulations; (ii) it will not merge personally identifiable information with information previously collected as non-personally identifiable without robust notice of, and the end-user's prior affirmation (i.e., "opt-in") consent to, that merger; and (iii) any advertising or other material (including, but not limited to, product samples) submitted by Advertiser or Agency and/or created by Publisher on behalf of Advertiser or Agency, and any material to which such advertisement or other material links or refers, complies with all applicable laws and regulations and does not violate the personal or proprietary rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce Publisher to Publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to defend, indemnify and hold harmless Publisher, its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives, successors and assigns against any and all liability, loss, damage, and expense of any nature including, but not limited to, attorneys' fees (collectively, "Losses") arising out of any actual or potential claims for libel, invasion of privacy,



# Terms and conditions continued

harm, copyright, patent, or trademark infringement, and/or any other actual or potential claims or suits that may arise out of (a) the copying, printing, publishing, displaying, performing, distributing or transmitting of such advertisement; (b) any violation of the CAN-SPAM Act or other laws relating to Advertiser's advertisements, including, but not limited to, commercial messages e-mailed on Advertiser's behalf by Publisher; (c) the loss, theft, use, or misuse of any credit/debit card or other payment, financial, or personal information; (d) the products and/or services promoted, sold, presented and/or contained in Advertiser's advertisements; and/or (e) a breach or alleged breach of its covenants, warranties and obligations under these advertising rate card contract terms and conditions. If the Publisher participated in the creation of an advertisement, the Publisher will indemnify Advertiser in connection with potential claims only to the extent it has agreed to do so in writing.

## J. RESPONSIBILITY FOR PAYMENT OF ADVERTISING BILLS:

In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency. Advertiser and its Agency, if there be one, each agrees to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on Advertiser's behalf. Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Any bill tendered by Publisher shall constitute an account stated unless written objection thereto is received by Publisher within ten (10) days from the rendering thereof. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim between Advertiser and Agency. Advertiser and Agency agree to reimburse Publisher for its costs and attorneys' fees in collecting any unpaid advertising charges. Advertiser confirms that it has appointed Agency, if one is specified, to be its authorized representative with respect to all matters relating to advertising placed on Advertiser's behalf with the understanding that Agency may be paid a commission.

**K. NO ASSIGNMENT OF ADVERTISING:** Advertiser and its Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which

the advertising space is provided by Publisher, nor may Advertiser or Agency authorize any others to use any advertising space.

**L. REPUBLICATION OF ADVERTISEMENTS:** Advertiser and Agency agree that any submitted advertisements Published in any Service hereunder, may, at Publisher's option, be republished, re-performed, retransmitted or otherwise reused by Publisher or its agents in any form in whole or in part in all media now in existence or hereafter developed, whether or not combined with material of others. The copyright in any advertisement created by Publisher is owned by Publisher and may not be otherwise used by Advertiser or third parties without Publisher's prior written consent.

**M. ADVERTISING RATES:** Publisher's Business Journal rates contained in advertising orders that vary from the rates listed herein shall not be binding on Publisher and the advertisements ordered may be inserted and charged for at the actual schedule of rates. Publisher's Business Journal rates and units of space are effective January 2017. Announcement of any changes in rates will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates. Rates will be honored by Publisher until the current contract expires. Advertising rates are not contingent on Business Journal reaching any circulation or readership level that may be represented in Business Journal's marketing materials.

**N. SPECIAL PUBLICATIONS:** Certain special publications (e.g., The Book of Lists) produced and published by the Business Journals carry special rates and are non-cancellable once an agreement is signed.

**O. TERMS OF SALE:** Payment is due thirty (30) days from the date of invoice. All advertising production fees (if any) shall be billed and are immediately due in full within the first month of the advertising campaign. Interest may, at Publisher's discretion, be charged at a rate of 1.5% per month on past due balances. Publisher may at its option require cash in advance with order or change payment terms.

**Q. DISCLAIMER:** PUBLISHER DISCLAIMS ALL WARRANTIES AND/OR GUARANTEES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, WARRANTIES FOR NONINFRINGEMENT, ACCURACY, AVAILABILITY, UPTIME, MERCHANTABILITY AND/OR FITNESS FOR ANY PARTICULAR PURPOSE IN CONNECTION WITH THE DISPLAY, PERFORMANCE AND TRANSMISSION OF ADVERTISEMENTS ON PUBLISHER'S SERVICES. Without limiting the generality of the foregoing, Publisher disclaims all warranties and guarantees with respect to its Services, including, without limita-

tion, warranties and/or guarantees relating to: (a) the positioning or placement of advertisements on the Services, (b) advertising results on the Services; and (c) the accuracy of audience data, including, but not limited to, audience demographic data, audience size/reach data, etc. with respect to the Services.

**R. ENTIRE AGREEMENT:** The foregoing terms and conditions (and the Additional Terms set forth below) shall govern the relationship between Publisher and Advertiser and/or Agency. Publisher has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing and signed by an officer or senior executive of Publisher, no other terms or conditions in contracts, orders, copy, or otherwise will be binding on Publisher. Failure by Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

## III. ADDITIONAL TERMS AND CONDITIONS APPLICABLE TO DIGITAL ADVERTISING PLACED ON PUBLISHER'S WEBSITES AND APPS

The placement of digital advertising on any of Publisher's Websites and Apps constitutes Advertiser's (and, if applicable, Agency's) agreement to the following terms: (These terms and conditions may be modified from time to time by Publisher; additional placement of digital advertising will constitute Advertiser's (and, if applicable, Agency's) agreement to any such modifications.)

**A. SECTION II ADVERTISING TERMS AND CONDITIONS:** For the purpose of clarification, the terms and conditions set forth in Section II above also apply to all digital advertisements Published on Publisher's Websites and Apps.

**B. INTERACTIVE ADVERTISING BUREAU STANDARD TERMS AND CONDITIONS:** Except to the extent modified below, the Interactive Advertising Bureau Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 - Dec 2009 (found at [http://www.iab.net/media/file/IAB\\_4As-tsandcs-FINAL.pdf](http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf)) ("IAB Terms") shall also apply to all digital advertisements Published on Publisher's Websites and Apps. To the extent the IAB Terms directly conflict with or are inconsistent with Sections III(A) or III(C) herein, Sections III(A) and III(C) shall govern with respect to digital advertising placed on Publisher's Websites and Apps. The IAB Terms are hereby modified as follows:

(i) Section II(d) of the IAB Terms is hereby modified by changing 24 hours to two (2) business days.

(ii) Section IX(c) of the IAB Terms is hereby modified by deleting the following in the last sentence: "provided that if Media Company has reviewed and approved such Ads prior to their use on the Site, Media Company will not immediately remove

such Ads before making commercially reasonable efforts to acquire mutually acceptable alternative Advertising Materials from Agency."

## C. ADDITIONAL DIGITAL ADVERTISING TERMS & CONDITIONS

**1. IMPRESSION GUARANTEES:** Publisher makes no guarantee or representation as to the quantity and/or quality of visits, impressions, circulation, or other usage of Publisher's Websites or Apps or of the advertisement, or as to the use of any particular tracking or information-gathering devices, unless Publisher expressly agrees otherwise in writing. Advertiser and Agency acknowledge and agree that advertisements and ad impressions Published on Publisher's Websites and/or Apps may be viewed by end users located in and/or outside the United States.

## 2. ERRORS IN OR OMISSIONS OF ADVERTISEMENTS:

In the event of Publisher's errors in or omissions of any advertisement(s) on its Websites or Apps (including, but not limited to, errors or omissions involved in converting Advertiser's ads into an App), Publisher's sole liability shall be limited to a credit of the amount paid attributable to the space of the error (in no event shall such credit exceed the total amount paid to Publisher for the advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher's attention no later than 5 days after the advertisement is first Published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Publisher shall have no liability. IN NO EVENT WILL PUBLISHER HAVE ANY LIABILITY FOR ANY ADVERTISING CREATIVE OR PRINTING COSTS, ADMINISTRATIVE COSTS, AND/OR CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION AND THE LIKE.

## 3. ADDITIONAL ADVERTISER WARRANTIES; INDEMNITIES:

In addition to the warranties set forth in Section II above, Advertiser and its Agency, if there be one, each represent and warrant that: (i) none of the advertisements, ad tags (if any) or any other materials provided to Publisher for display on its Websites or Apps cause the download or delivery of any software application, executable code, any virus or malicious or social engineering (e.g., phishing) code or features; (ii) it will not conduct or undertake, or authorize any third party to conduct or undertake, any unlawful or improper actions in connection with the Websites or Apps, including, but not limited to, generating automated, fraudulent or otherwise invalid clicks or impressions on Publisher's Websites or Apps, or collecting data contrary to applicable laws or regulations or Publisher's Privacy Policy and/or these terms and conditions or Publisher's Third Party Data Collection Policy (referenced in Section 5 below); and (iii) it will comply with all applicable self regulatory behavioral targeting principles, including,



# Terms and conditions continued

but not limited to, the Digital Advertising Alliance and Network Advertising Initiative self regulatory behavioral targeting principles. In addition to the indemnification obligations of Advertiser/Agency set forth in Section II above, Advertiser and its Agency, if there be one, each agrees jointly and severally to defend, indemnify and hold harmless Publisher its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives successors and assigns against any and all Losses (as defined in Section II above) that may arise from or relate to: (a) the linkage of any advertisement on Publisher's Website and/or Apps to other material; or (b) a breach or alleged breach of Advertiser's warranties set forth in this Section 3.

**4. ADDITIONAL DISCLAIMER:** In addition to the disclaimers set forth in Section II above, and without limiting the generality of the foregoing, Publisher disclaims all warranties and guarantees with respect to its Websites and Apps, including, without limitation, warranties and/or guarantees relating to: (a) the availability, uptime and delivery of any impressions or advertisements on any of Publisher's Websites or Apps; and (b) the quantity, quality or frequency of clicks or click-through rates of advertisements on the Websites and Apps. Advertiser acknowledges that third parties other than Publisher may generate automated, fraudulent or otherwise invalid/improper impressions, conversions, inquiries, clicks or other actions on Advertiser's advertisements displayed on Publisher's Websites or Apps. As between Advertiser and Publisher, Advertiser accepts the risk of any such improper actions. Advertiser's exclusive remedy for such suspected improper actions is for Advertiser to request a refund relating to its impacted advertisements in the form of advertising credits on the applicable Website or App within thirty (30) days from the end of the calendar month in which such advertisement is initially displayed on the applicable Website or App. Any advertising credit refunds in connection with the Advertiser's aforementioned requests are within the sole discretion of Publisher.

**5. DATA COLLECTION:** To the extent Advertiser and/or Agency collects or obtains data from any Publisher owned or operated Website or App, whether collected or received via an advertising unit, widget, pixel tag, cookie, clear gif, HTML, web beacon, script or other data collection process, including without limitation "clickstream" or "traffic pattern" data, or data that otherwise relates to usage of the Website and/or App, user behavior, and/or analytics, Advertiser and/or Agency is subject to the then-current version of Publisher's Third Party Data Collection Policy, which is incorporated

herein by reference (a copy of which is available upon request).

**6. MAKEGOODS:** All makegoods relating to digital advertising on Publisher's Websites and Apps shall be determined by Publisher in accordance with Publisher's makegood policy.

