### AggieNews Rates, Conditions and Guidelines

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Banner A</td>
<td>120 x 240</td>
<td>$850</td>
<td>$750</td>
<td>$550</td>
<td>$350</td>
</tr>
<tr>
<td>Vertical Banner B</td>
<td>120 x 240</td>
<td>$850</td>
<td>$750</td>
<td>$550</td>
<td>$350</td>
</tr>
<tr>
<td>Vertical Banner C</td>
<td>120X240</td>
<td>$850</td>
<td>$750</td>
<td>$550</td>
<td>$350</td>
</tr>
<tr>
<td>Skyscraper AB or BC</td>
<td>120X500</td>
<td>$1000</td>
<td>$850</td>
<td>$750</td>
<td>$495</td>
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<tr>
<td>Center</td>
<td>468X120</td>
<td>$650</td>
<td>$525</td>
<td>$375</td>
<td>$250</td>
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<tr>
<td>Buttons</td>
<td>120X90</td>
<td>$400</td>
<td>$300</td>
<td>$200</td>
<td>$100</td>
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<tr>
<td>Anchor</td>
<td>120X240</td>
<td>$450</td>
<td>$325</td>
<td>$225</td>
<td>$150</td>
</tr>
</tbody>
</table>

Frequency discounts are earned based on insertions placed in a 12 month period from date of first insertion.

Space will be filled on a first come, first served basis.

**Deadlines:** First Friday of the month

If you are interested in advertising with The Association, please contact Lisa Ashorn, the Advertisement Customer Service Representative at 979-845-7514 or at LAshorn@AggieNetwork.com.

**Contract Year:** Advertising must be inserted within one year of the first insertion to earn a frequency discount. **An advertiser who does not complete a committed schedule will be subject to short rate.** Credits earned by increasing frequency during a contract year will be applied toward future billing space. **No cash rebates will be made.**

Orders accepted are subject to rate change with notice by Publisher at least 30 days prior to closing date of effective issue. Orders containing incorrect rates or conditions shall not be binding on The Association of Former Students and may be inserted and charged for at the actual schedule of rates on our current rate card. Such errors will be considered as clerical only.

**Agency:** All advertisements are published for the benefit of the Agency and the Advertiser, and each of them is jointly and severally liable for all charges. Rendering a bill to the Agency shall not relieve the Advertiser in the event of non-payment by the Agency. Payment by Advertiser to its Agency will not constitute payment unless payment is actually received by Publisher. Agency, as used in this agreement, refers to an individual or group of individuals who make the media selection, handle of the order, coordinate and process the space placed with the Publisher under terms of this agreement, and process prompt payment.

**Billing Date:** All advertising is invoiced on the day of the publication issuance, and all invoices are due and payable in U.S. dollars within 30 days from the date of invoice at the offices of The Association of Former Students, 505 George Bush Drive, College Station, Tx. 77840. Discrepancies on invoices must be reported in writing to the accounts receivable at The Association of Former Students within 30 days of invoice date. After 30 days, invoices will be considered accurate and advertiser will be liable for the balance.

**Credit:** New Advertiser/Agencies may be required to submit payment with first insertion at the Publisher's discretion. Additional insertions will be invoiced-provided credit has been approved – otherwise, further payment in advance may be required.

**Past Due:** All accounts not paid in full within 30 days of date of invoice shall accrue interest at the rate of 1.5% per month or 18% per year.

**Collections:** In the event Advertiser/Agency defaults in payment of bills, such bills may be turned over for collection. In this event, Advertiser/Agency shall be totally liable for all fees and sums charged by the collection agency or attorney. If any suit or other judicial proceeding is instituted or brought or if collected through probate or bankruptcy proceedings, Advertiser/Agency shall be totally liable for all attorneys' fees and court costs incurred by Publisher in the collection of said bills.

**Commissions:** All rates are NET rates. AggieNetwork.com does not pay agency commissions.

**Collegiate Licensing:** Advertiser certifies any advertising with registered trademarks of Texas A&M University has been approved by TAMU Collegiate Licensing office. For more information please contact the Collegiate Licensing office at 979-845-4621 or visit the website at www.tamu.edu/trademarks.
MISCELLANEOUS

1) Publisher reserves the right to reject or cancel any advertising for any reason at any time.

2) We will not allow any flash images, movies or embedded audio. All images given to us must be in the jpg, gif, tiff, or png format.

3) All advertisements are accepted and published by the Publisher upon the representation that the Advertiser/Agency is authorized to publish entire contents and subject matter thereof. In consideration of the Publisher’s acceptance of such advertisement for publication, the Advertiser/Agency will indemnify and hold the Publisher harmless against any loss or expense resulting from claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

4) Each text ad will allow one hyper-link to the advertiser’s web site.

5) The Publisher shall not be liable for failure to publish or distribute all or any newsletter because of labor disputes, accidents, fires, act of God or any other circumstances beyond the Publisher’s control. Further, the Publisher shall not be liable for damages if for any reason it fails to publish an advertisement and shall not be liable for damage because of any error or mistake that appears in the advertisement.

6) No conditions, oral or written into this agreement, copy instructions, or elsewhere, that conflict with Publisher’s policies as set forth in or incorporated by reference, into this agreement or its published rate card will be binding on the Publisher.

7) Publisher reserves the right to cease the publication of advertisements upon default in the payment of any installment due hereunder and invoice the Advertiser/Agency in an amount equal to the difference between the frequency rate given and the frequency rate earned as per the current rate card (i.e. short rate). In the event of such cancellation, charges for all advertising shall become immediately due and payable. Furthermore, if there has been any default in the payment of prior bill or if in the sole judgment of publisher, Advertiser/Agency’s credit becomes impaired, Publisher shall have the right to require payment of further advertising under this agreement upon such terms as it deems fit.

8) Any provisions of this agreement prohibited by law or held invalid by any state shall, as to such provision, be ineffective to the extent of such prohibition or invalidity, without invalidating the remaining provisions hereof. This agreement has been executed in and shall be governed by the laws of the State of Texas and judicial jurisdiction shall be in Brazos County, Texas.

9) Publisher will, upon written request, provide one reporting of click-through counts of the advertisement, within 30 days of publishing. Further reports or statistical measures related to user behavior with E-Newsletter shall be subject to mutual agreement, and do not adhere to this contract.