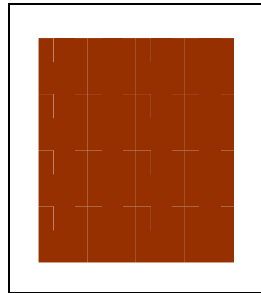


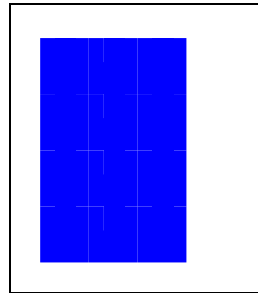
**PIEDMONTESE ASSOCIATION OF THE UNITED STATES
ADVERTISING INFORMATION
PAUS MEMBER RATES**

Shapes
Sizes
Rates



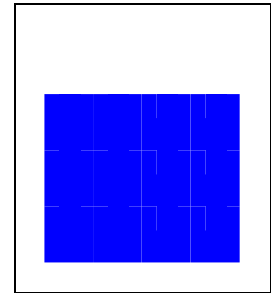
FULL PAGE
7 1/2" x 10"

Contract Price \$120
Non Contract Price \$140



1/4 PAGE VERTICAL
5" x 10"

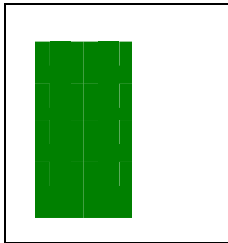
Contract Price \$80.00
Non contract Price \$90.00



1/4 PAGE HORIZONTAL
7 1/2" x 7 1/2"

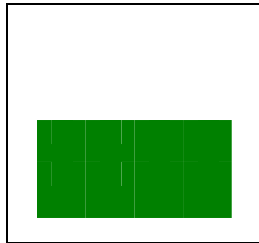
Contract Price \$80
Non Contract Price \$90

BUSINESS CARD
3 1/2" x 2"
Contract Price \$20
Non Contract Price \$25



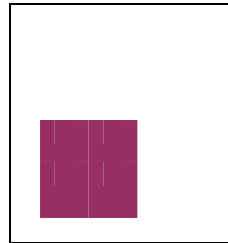
1/2 PAGE VERTICAL
3 1/2" x 10"

Contract Price \$50
Non Contract Price \$60



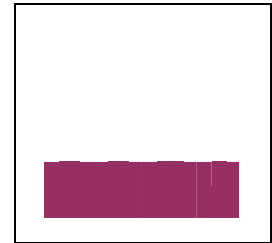
1/2 PAGE HORIZONTAL
7 1/2" x 5"

Contract Price \$50
Non Contract Price \$60



1/4 PAGE VERTICAL
3 1/2" x 5"

Contract Price \$35
Non Contract Price \$45



1/4 PAGE HORIZONTAL
2 1/2" x 7 1/2"

Contract Price \$35
Non Contract Price \$45

ISSUANCE, CLOSING AND CANCELLATION DATES

Piedmontese Profile magazine is printed by-monthly. Closing dates for electronic files, artwork, and advertisement copy is the tenth (10th) of the month preceding publication. Ads are not cancelable after the 15th of the month preceding publication.

CONTRACT AND COPY REGULATIONS

PAUS reserves exclusive right to accept or reject advertising material submitted for publication. Contracts may be discontinued by either party on 30 days' written notice. Cancellation of contract, in whole or in part, forfeits the right to position protection and/or the contract rate. PAUS reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to PAUS.

RATES

Rates are for camera-ready ads only. If PAUS produces the ad, production charges will be added at a rate of \$1.00 per minute for non-PAUS members.

COVERS/SPECIAL POSITIONS

Front and back covers are auctioned off at the annual PAUS Field Days. The calendar months are also auctioned off at that time.

INSERTS

Pre-printed inserts are billed at the published rate of \$120.00 per ad, per issue or \$100.00 per ad, per issue for three (3) or more contracted issues. Deadline for receipt of all inserts is the tenth (10th) of the month preceding publication.

PREFERRED MATERIALS

Electronic PDF files on IBM formatted disks are preferred. Files that were created using, Adobe Photoshop, Adobe Illustrator, Adobe PageMaker, Microsoft Publisher, or Microsoft Word are acceptable. Electronic images (pictures or graphics) should be in a JPEG or TIF file format; EPS can be used for line art. For best results, non-electronic camera-ready ads should be originals, professionally or laser printed. Inkjet and photocopies will not produce a high-quality advertisement. For ads designed by PAUS, provide typed text and original artwork/photos/graphics/logos and special instructions.