

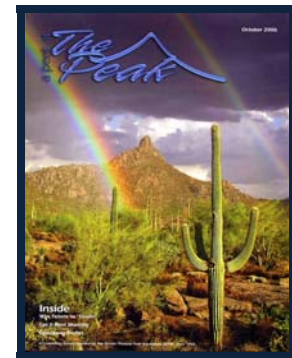


**A Community Service
Provided
by the
Greater Pinnacle Peak Association
Since 1983**

2010-2011 Advertising Kit

For 27 years, *A Peek at the Peak (The Peak)* has been a respected, distinguishing part of the Pinnacle Peak and Desert Foothills community. Nationally recognized, and available in full color in both print and digital editions, it's the only magazine dedicated to the preservation of the natural environment and the enrichment of quality of life in the North Scottsdale, Carefree, Cave Creek, Rio Verde, and northeast Phoenix communities. Based on their targeted readership, widespread availability, home-grown content, quality, and longevity, *The Peak* and its companion Web, and e-mail publications deliver a level of reader engagement, advertising response, and value that is unsurpassed in their distribution area.

The Peak, a 501 (C) 3 publication, is provided as a community service by the nonprofit Greater Pinnacle Peak Association (GPPA), founded in 1977. Six bi-monthly issues of *The Peak* are published in print and digital versions. Advertisers also benefit from the exposure provided by *e-Peak Newsletter*, which is e-mailed to subscribers monthly, and *The Peak's* popular Web site, ThePeakAZ.org that is available 24/7.



**Not For Profit,
For Communication**

- **Enjoy Instant Credibility:** Quality, Respected Community Magazine Since 1983, Winner of the Association Media & Publishing EXCEL Awards in 2006 and 2009, Solid Repeat Customer Base, 91% Advertise For 3 Months Or Longer
- **Garner New Business Leads:** Serves North Scottsdale, Pinnacle Peak, Troon, Desert Mountain, DC Ranch, McDowell Mountain Ranch, Grayhawk, Terravita, Carefree, The Boulders, Cave Creek, Tatum Ranch, North Phoenix, Rio Verde, Shea Boulevard
- **Gain Broad Exposure In Print, Online and E-mail:**
 - Digital Version Available to Anybody, Anywhere, Anytime
 - Print Magazine Reaches Loyal, Expanding Readership of Affluent Consumers, Readership Exceeds 10,000 Readers
 - Home E-Delivery to More Than 1,000 Subscribers
 - Online Advertiser Directory with Web Site Link Optimized for Google, Yahoo!, MSN, Bing, and other leading search engines
 - Monthly E-mail newsletter Includes Advertiser Directory
 - Annual Friend of the Community Magazine and Online Listing
- **Reap Advertising Savings:** Rate Includes Print, Web, and E-mail exposure Multiple Issue Discounts, No Sales Tax
- **Profit From Widespread Distribution:** Free at Local Stores, Shops, Banks, Online, With Postal Delivery to Members
- **Receive Recognition:** Advertising Enables The Peak to Support Nonprofits, Education, Natural Environment, Arts, Local Writers, and Photographers

A community service provided by the Greater Pinnacle Peak Association since 1983
8711 East Pinnacle Peak Road #123, Scottsdale, AZ 85255
Ph: (480) 361-6498 Fax: (480) 585-1720 Email: thepeak@gppaaz.org

What Advertisers and Readers Say

"The best ad results I've ever had!" Unsolicited comment by Peak advertiser

"We just closed a big sale because of The Peak!" Unsolicited comment by Peak advertiser

"My compliments ... The Peak is just REFRESHING!" Genevieve Barker, Former NBC Anchorperson

Readership Demographics

Median Household Income	\$158,881
Median Age	46
College Graduates	42%
Executive, Managerial, and Professional	81%
Married	76%
Median Property Values	\$770,000

Advertising Calendar

Issue	Close Date	Theme
November/December	October 8 (Friday)	Peak Holidays
January/February 2011	December 7 (Tuesday)	Our Desert
March/April	February 7 (Monday)	Snowbird Fun
May/June	April 8 (Friday)	Summer Fun
July/August	June 10 (Friday)	Our Wildlife
September/October	August 9 (Tuesday)	Our Community

Editorial Calendar

The editorial deadline for *The Peak* is the first day of the month prior to the issue month.

Rate Examples

- Full page ad in *The Peak* (color, print & online) for 1 year: monthly rate less than \$450
- 1/2 page ad in *The Peak* (b&w, print & online), displayed on its own Web page and listed as "Featured Advertiser" in *e-Peak Newsletter* for 6 months: monthly rate less than \$240
- 1/4 page ad in *The Peak* (color, print & online) 1 year: monthly rate less than \$175
- Business card ad in *The Peak* (color, print & online) 4 months, with a Special Offer e-Peak Newsletter coupon with link to customer Web site: monthly rate less than \$150
- 1/2 page ad in *The Peak* (color, print & online) for 8 months: monthly rate less than \$340

* Rates are subject to change at any time.

For insertion order, payment information, current rates, call (480) 361-6498, Email: thepeak@gppaaz.org

2010-2011 Advertising Rates

Rates for Color Advertisements: (Low, Introductory Rates)

Adv. Size Choice (Please check choice below)	Ad Size	20% Discount 12 Months 6 Issues Plus Online & E-mail Exposure Rate Per: Month / Issue / Total	15% Discount 6 Months 3 Issues Plus Online & E-mail Exposure Rate Per: Month / Issue/ Total	10% Discount 4 Months 2 Issues Plus Online & E-mail Exposure Rate Per: Month / Issue/Total	1 Bi-Monthly Issue May/June, Jul/Aug, Sep/Oct Nov/Dec, Jan/Feb, Mar/Apr 2 Months' Distribution (racks stocked monthly) + Online & E-mail Exposure Rate Per: Month / Issue / Total
	Back Cover	\$464 / \$928 / \$5568	\$493 / \$986 / \$1972	\$522 / \$1044 / \$2088	\$580 / \$1160 / \$1160
	Inside Front, Back Covers, Opposite Inside Back Cover	\$504 / \$1008 / \$6048	\$535 / \$ 1070 / 2140	\$567 / \$1134 / \$2268	\$630 / \$1260/ \$1260
	Full Page	\$442 / \$884 / \$5304	\$470 / \$940 / \$2820	\$497 / \$994 / \$1988	\$553 / \$1106 / \$1106
	1/2 Page – Vertical or Horizontal	\$285 / \$570 / \$3420	\$303 / \$606 / \$1818	\$321 / \$642 / \$1284	\$357 / \$714 / \$714
	1/4 Page – Vertical or Horizontal	\$173 / \$346 / \$2076	\$184 / \$368 / \$1104	\$195 / \$390 / \$780	\$217 / \$434 / \$434
	Business Card	\$84 / \$168 / \$1008	\$89 / \$178 / \$534	\$94 / \$188 / \$376	\$105 / \$210 / \$210

Rates for Black & White Advertisements

Adv. Size Choice (Please check choice below)	Ad Size	20% Discount 12 Months 6 Issues Plus Online & E-mail Exposure Rate Per: Month / Issue / Total	15% Discount 6 Months 3 Issues Plus Online & E-mail Exposure Rate Per: Month / Issue/ Total	10% Discount 4 Months 2 Issues Plus Online & E-mail Exposure Rate Per: Month / Issue/Total	1 Bi-Monthly Issue May/June, Jul/Aug, Sep/Oct Nov/Dec, Jan/Feb, Mar/Apr 2 Months' Distribution (racks stocked monthly) + Online & E-mail Exposure Rate Per: Month / Issue / Total
	Inside Front, Back Covers, Opposite Inside Back Cover	\$360 / \$720 / \$4320	\$382 / \$ 764 / \$2120	\$405 / \$810 / \$1620	\$450 / \$900/ \$900
	Full Page	\$284 / \$568 / \$3408	\$335 / \$670 / \$2010	\$355 / \$711 / \$1422	\$395 / \$790 / \$790
	1/2 Page – Vertical or Horizontal	\$204 / \$408 / \$2448	\$216 / \$432 / \$1272	\$229 / \$459 / \$916	\$255 / \$510 / \$510
	1/4 Page – Vertical or Horizontal	\$124 / \$248 / \$1488	\$131 / \$262 / \$786	\$139 / \$278 / \$556	\$155 / \$310 / \$310
	Business Card	\$60 / \$120 / \$720	\$63 / \$126 / \$378	\$67 / \$134 / \$268	\$75 / \$150 / \$150

Advertisements Include:

- Publication of advertisement in print and digital versions of *The Peak* magazine (digital version can be viewed on www.ThePeakAZ.org, plus free home e-delivery)
- Free www.ThePeakAz.com Marketplace listing, with active link to your site (if any)
- Free annual subscription to *The Peak*, *e-Peak Newsletter*, and recognition as Friend of Community for one year (listing published in magazine and on www.ThePeakAZ.org)
- Rates apply with advertiser providing production-ready art work

Advertising Options & Insertion Order

Advertising Options

- **Market Advantage Option.** Enhance your free www.ThePeakAZ.org Marketplace listing by including a link to your *Peak* magazine advertisement on its own www.ThePeakAZ.org Web page. In addition, your business will be listed as “Featured Advertiser” in our popular *e-Peak Monthly Newsletter subscribers*. Your *e-Peak* Featured Advertiser listing can include an active link to your own Web site or your www.ThePeakAZ.org *Peak* advertisement. Rate: \$40 per issue.
- **Special Offer Coupon.** Use an *e-Peak Monthly Newsletter* coupon to attract the attention to our newsletter subscribers. Describe your offer and optionally include an active link to your own Web site or to your advertisement posted on www.ThePeakAZ.org (see Market Advantage). Rate: \$ 50 per newsletter insertion.
- **Guaranteed magazine placement** = 10%
- **Non sequential insertion** = 10%
- **Nonprofit discount** = Available
- **Monthly Payments** = Available

Insertion Order:

Advertiser Name: _____

1. Type Advertisement: Color B&W (Circle choice)
2. Size Advertisement: _____ (e.g. quarter page vertical)
3. Number of Bi-Monthly Issues: _____ (e.g. 3)
4. Issue Rate (See rates on previous page, rates include discounts): \$ _____ (e.g. \$262)
5. Total Advertising Rate: \$ _____ (# of Issues * Issue Rate, e.g. \$786)
6. Market Advantage Option: \$ _____ (# Issues x \$40).
7. Other Options: \$ _____ (Special Offer Coupons, Guaranteed Placement, etc.)
8. Advertisement Agreement Advertising Total = \$ _____. (i.e. Line 5 + Line 6 + Line 7)

Need to create an ad? Refer to Advertising Development Services & Order Form in this kit.

Circle starting and ending issue (s) for advertisement:

Sep/Oct 10	Nov/Dec 10	Jan/Feb 11	Mar/Apr 11	May/Jun 11	Jul/Aug 11	Sep/Oct 11	Nov/Dec 11	Jan/Feb 12
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2010-2011 Advertisement Payment Information

PLEASE COMPLETE AND SEND this Advertising Insertion Order form with your payment to *The Peak*. MAIL or FAX to: *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255. Phone: (480) 361-6498, Fax: (480) 585-1720, Email: thepeak@gppaaz.org.

Contact Information:

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____

Web site: _____

Payment Information: Signing this form signifies your agreement to pay at the rates and under the conditions stated herein. Advance payment must be made in advance by check or credit card except returning advertisers.

Advertiser's Signature: _____ Date: _____

_____ **Credit Card Customer:** I agree that by requesting *A Peek at the Peak* to keep my credit card information on file, I am authorizing *A Peek at the Peak* to charge my credit card in incremental payments as each payment comes due.

_____ **Check is Enclosed.** Please make payable to *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255.

_____ **Returning Customer.** Please invoice me as each payment comes due.

Charge my: VISA MasterCard Amex Total Due \$ _____ Monthly \$ _____ # Months _____
Credit Card Number: _____ Exp. Date: _____

Name as printed on card: _____ Verification # (3 digits, on back) _____

Billing Address, City, State, Zip: _____

Attention Advertisers: This serves as a contract. *A Peek at the Peak* is authorized to insert your advertisement according to the specifications listed on the Insertion Order Form. Execution of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with *A Peek at the Peak's* terms as stated in the 2010-2011 Advertising Rates & Insertion Order and Advertising Terms & Conditions. Advertising copy deemed objectionable by the publisher for any reason may be rejected.

Approved by: _____ for *A Peek at the Peak* Date: _____

For additional information and questions, please contact *The Peak* at (480) 361-6498 and visit GPPA and *The Peak* online at www.ThePeakAZ.org.

Print Distribution

The Peak has been a respected community tradition for 27 years. Today, the printed version of the magazine is distributed in more than 70 locations centered in North Scottsdale and bounded by Shea Boulevard on the south, Cave Creek Road on the north, Tatum Boulevard on the west, and Rio Verde Road on the east.

Affluent Communities Served

North Scottsdale
Carefree, Cave Creek
Northeast Phoenix
Rio Verde, Tonto Verde

Many Convenient Locations

Grocery Stores, Pharmacies
Banks, Shops, Major Retailers
Community Centers, Golf Courses
Post Offices, Libraries, Coffee Shops

Busy Shopping Areas

AJ's Fine Foods - DC Ranch, SE Corner of Pima Road and Legacy Blvd.
AJ's Center, Pinnacle Peak Road and Pima Road, North Scottsdale (AJ's Fine Foods, Others)
AJ's Fine Foods - Lone Mountain, SE Corner of Lone Mountain and Scottsdale Road
Alma School Parkway and Dynamite Boulevard, North Scottsdale (Walgreens, Shell, Others)
Carefree Shopping Center, Tom Darlington Drive, Carefree (Basha's, Others)
Cave Creek Road, Cave Creek (Safeway, Cave Creek Coffee Shop, Cave Creek Museum, Library, Others)
DC Ranch Market Street, Thompson Peak Parkway and Pima Road, North Scottsdale (Safeway, Others)
DC Ranch, Desert Ranch Community Center
Desert Mountain, North Scottsdale (Community Center)
Grayhawk Shopping Center, Scottsdale Road, North Scottsdale (Basha's, Walgreens, Others)
McDowell Ranch Shopping Center, Bell Road and Thompson Peak Parkway, North Scottsdale (Basha's, Others)
McDowell Mountain Village, Frank Lloyd Wright Blvd. and Thompson Peak Parkway, North Scottsdale (AJ's Fine Foods)
Pinnacle at Scottsdale, Scottsdale Road and Pinnacle Peak Road, North Scottsdale (Safeway, Kashman's, Others)
Pinnacle Peak Road, North Scottsdale (Northern Trust, Pinnacle Peak Eye Care, Others)
Pinnacle Peak Village, Pinnacle Peak and Pima Road, North Scottsdale (Post Office, Others)
Rio Verde (Post Office), Tonto Verde Community Center
Scottsdale Healthcare, Thompson Peak Parkway and Scottsdale Road, North Scottsdale
Shopping Center, Miller Road and Pinnacle Peak Road, North Scottsdale (Shops)
Shopping Center, Shea Blvd. and Scottsdale Road, North Scottsdale (Safeway)
Shopping Center, E. Via Linda and Shea Blvd. (Safeway)
Shopping Center, North Frank Lloyd Wright Blvd, East of Thompson Peak Parkway (Safeway)
Shopping Center, Thunderbird and Scottsdale Road, North Scottsdale (Smart & Final)
Shopping Center, E. Greenway and 64th Street, North Scottsdale (Safeway)
Shopping Plaza, Tatum Boulevard and Cave Creek Road, Northeast Phoenix (Walgreens)
Summit Shopping Area, Scottsdale Road and Ashler Hills Road, North Scottsdale (Safeway, Others)
Terravita Shopping Center, Scottsdale Road and Carefree Highway, North Scottsdale (Walgreens, Others)
Troon North Shopping Center, Dynamite Road and Alma School Parkway (Walgreens, Shell station, Others)
Troon North Golf Club, Dynamite Road, North Scottsdale (Community Center)

Whole Foods: Phoenix (SW corner, Mayo Blvd. and Scottsdale Road), Scottsdale (8688 E. Raintree Drive)

Distributed Online

Available 24/7 at www.ThePeakAZ.org, e-distribution to e-Peak Monthly Newsletter subscribers

Distributed By Mail

Members of the Greater Pinnacle Peak Association, Friends of the Community
Local Nonprofits, Officials, Advertisers, Advertising Agencies

More Than Print: Includes Web & E-Mail Exposure for Your Business

As an advertiser in *A Peek at the Peak* magazine (*The Peak*), you'll benefit from a far-reaching blend of print, online, and e-mail exposure. In addition to distributing its traditional magazine, GPPA publishes a popular Web site, www.ThePeakAZ.org (available 24/7), and *e-Peak Newsletter* (E-mailed monthly to subscribers). Together, these publications provide three different opportunities for prospective customers to learn about your products, services, and organization.

Online Version of *The Peak* Magazine

A complimentary electronic version of *The Peak* magazine, which replicates the print version, is available to anybody, anywhere, anytime on *The Peak's* Web site. Using their Web browser, a visitor can turn pages, zoom in on advertisements, and read articles in the latest edition of *The Peak*. Advertisements that are in the printed version are automatically included in the electronic version.

Peak Web Site

The Peak's Web site is designed to increase the exposure of your advertisement and our magazine by attracting visitors with an interest in Pinnacle Peak and adjacent communities. The site includes the area's most extensive community events calendar, news about our community contests, photographs of local landscapes and wildlife, a free calendar that can be downloaded by visitors, and more. Optimized for more than 30 leading search engines, such as Google, Yahoo, and AOL, the site averages thousands of readers per month. The site can be accessed by using either the domain names www.ThePeakAZ.org or www.gppaaz.org.

Web Site Marketplace Directory

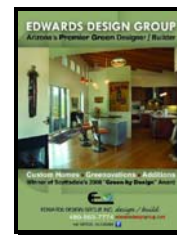
The Advertiser section of www.ThePeakAZ.org includes a Marketplace Directory. It lists all the advertisers in *The Peak* magazine according to their business category, e.g. Financial and Legal Services, Health & Dental Services... Community & Worship. The following information is listed for every advertiser 1) Business Name, e.g. Desert Foothills Theater, 2) Tag Line, e.g. "Bringing award winning theater for over 34 years!", 3) Contact Information, e.g. Phone: (480) 488-1981, Address: Cactus Shadows Fine Arts Center, 4) active Web site link (if advertiser has a site), e.g. www.desertfoothillstheater.com.

e-Peak, Monthly Newsletter

e-Peak provides additional exposure for your Peak advertisement. E-mailed to subscribers every month, mid-month, it includes a Marketplace Directory. By clicking on a business category, e.g. Services, Community & Worship, the reader can view our site's Marketplace Directory listings for the advertisers in that category. *e-Peak*, supplements the content of *The Peak* magazine with near-term community event listings and articles. Subscribers also receive e-mail notification as soon as each issue of *The Peak* is published online. There are a limited number of opportunities for advertisers to include special offer coupons in *e-Peak*; ask for additional information.

Market Advantage: Begins With Your Peak Ad On Its Own Web Page

If this option is selected by a Peak advertiser, their advertisement can be viewed online at any time during the term of the agreement. The ad is published on its own Web page on www.ThePeakAZ.org site and an active link to the ad is added to the advertiser's free Marketplace Directory listing. Further, the name of the advertiser is listed in *e-Peak Newsletter* as a "Featured Advertiser." By clicking on the name of a featured advertiser, e.g. "Edwards Design Group," the reader can view the advertiser's online advertisement. Color versions of *Peak* ads can be published online.



Advertising Specifications & Checklist

The Peak is produced on the PC Platform using InDesign, direct to plate, printed on a web press.

- Submit TIFF or EPS file formats regardless of platform
- All PDF and EPS files need to include all linked files
- When PDF files are saved, please check "embed all fonts"
- Please do not submit JPEG files
- All links must be CMYK color for color ads or grayscale for black and white ads
- Half-tone scans 300 dpi

Preferred Programs

- Adobe InDesign CS2 or files saved to CS2, Pagemaker 6.5 – 7.0 (Submit as hi-res PDF file)
- Adobe Acrobat PDF files
- Adobe Illustrator CS2 or files saved to CS2
- Quark Express – up to 4.0 or saved to 4.0 (Submit as hi-res PDF file)
- Adobe Photoshop CS2 or saved to CS2

Ad Sizes

- | | | | |
|----------------------|-----------------|------------------------|--|
| • Insert | 8.4" X 10.5" | • Full Page* | 7.5" X 10" |
| • Half Page Vertical | 3-5/8" X 10" | • Half Page Horizontal | 7.5" X 4-7/8" |
| • ¼ Page Vertical | 3-5/8" X 4-7/8" | • ¼ Page Horizontal | 7.5" X 2-5/16" |
| • Back Cover | 7.5" X 5.5" | • Business Card | Standard |
| | | • Business Listing | 3 Lines:
Line 1: 42 char. max* (font: 14 pt),
Lines 2, 3: 55 char. max* (font: 12 pt)
*Length includes spaces |

Ads Submitted Using Illustrator for MAC

- Fonts must be converted to outlines and saved as EPS files
- All graphics must be CMYK color for color ads or grayscale for black & white ads
- MAC files must be submitted on PC disks or e-mail
- Please remove stray points
- Include the names of all fonts

Acceptable Media (Label CD with name, organization, phone, fax and e-mail)

- E-mail, CD, 100 MB Zip
- Please use virus software before sending your disk or file

E-mail

- Send to both lesconklin@gppaaz.org and skmccune@comcast.net
- Please name your file with "Peak Ad" followed by the advertiser's name
- Please use virus software before sending your file

Check List

- All print ads should be sent in CMYK color for color ads or grayscale for black & white ads
- All support files (logos, scans, gray scale images, etc.) should be included regardless of format
- All fonts included if PC, otherwise converted to outlines
- Hard copy of the ad should be included when applicable
- Please specify program and platform and clearly label media
- MAC files must be submitted on PC disks or by E-mail

For current ad development rates, payment information, call (480) 361-6498, Email: thepeak@gppaaz.org

Advertisement Development Services & Order Form

Services and Rates:

The following services are available for advertisers. Advertisers also have the option of utilizing other sources for development work.

Development Services	Rates
Development:	
Full Page Ads	\$ 110 per ad
Half Page Ads	\$ 80 per ad
Quarter Page Ads	\$ 55 per ad
Business Card Ads	\$ 22 per ad
Additional Charge for Development of Color Ad:	\$ 10 per ad
Additional Charge for Creation, Publishing of Web Version of Your Peak Advertisement:	No Charge
Changes:	\$ 50 per ad
Major Changes	\$ 15 per ad
Minor Changes	\$ 15 per ad
<ul style="list-style-type: none"> • Small copy changes • New phone number/address • Font substitution for missing fonts 	\$ 15 per ad
Resizing/Remaking Ads	\$ 15 - \$ 50 per ad
<small>There is a charge for electronic files that need remake: MS Word, MS Publisher, PageMaker and other formats not specified in the Advertising Requirements section of this Media Kit are not usable. The charged amount depends on the complexity of the advertisement.</small>	
<small>* Prices subject to change without notification</small>	

Order Information and Designer Specifications:

Advertiser _____

Create New Ad _____ **Use advertisement from the** _____ **issue. Change Ad** _____ **Rate \$** _____

Magazine Ad Size (See Insert Order for sizes): _____ **Create Web Version? Yes No**

Instructions for designer: _____

Materials included: (photos, disks, sample ad, logo, etc.): _____

Ad Proof (Please check one): ___ No proof required. ___ Yes, I can receive my proof as an Acrobat PDF file to my Email address (the best way to get proof). ___ Please send a proof to my fax number. ___ Sorry, I don't have a fax or email address.

Please complete and send this services order form and payment information to *The Peak*.

Advertising Terms & Conditions

- *A Peek at the Peak* magazine (*The Peak*) is published as a community service by the Greater Pinnacle Peak Association (GPPA). The placement of advertising in *The Peak* at the request of an advertiser or advertising agency, if any, constitutes an agreement between GPPA and the advertiser/advertising agency. Advertisers/advertising agencies agree to and are bound by the published advertising rate schedule in effect at the time the advertisement is placed. Any cost, including reasonable attorney fees and collection agency fees arising out of a breach of said agreement by the advertiser/advertising agency through non-payment of said fees or otherwise, shall be the responsibility of the advertiser/advertising agency. The advertiser and advertising agency agree that this contract shall be subject to the laws of Arizona.
- The publisher reserves the right to refuse advertising.
- You will not necessarily be reminded of issue deadlines. Rates are subject to change without notice.
- The publisher shall be under no liability for its failure, for any cause, to insert an advertisement.
- Frequency discounts apply to ads run in a continuous, 6-issue period. Frequency must be ordered with first insertion. Advertisers will be short rated if, within a 6-issue period from the date of their first insertions, they have not used the amount of space upon which their billings have been based.
- All ads accepted and published in *The Peak* assume that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and separately, indemnify and hold publisher harmless from and against any loss or expense resulting from claims or suits based upon the content of ads, including without limitation claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, including any and all costs associated with defending against such claims.
- Cancellations must be received in writing 15 days before space closing. Cancellations received in writing 15 days before the closing date will be reimbursed in full. Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date.
- No refunds will be issued for ads not running due to late artwork submissions or cancellations after closing date.

Advance payment is required from advertisers and agencies that have never advertised in *The Peak*.