

WILDSHEEP

OFFICIAL PUBLICATION OF
The Foundation for North American Wild Sheep

ADVERTISING CONTRACT

BUSINESS NAME AUTHORIZED REPRESENTATIVE DATE

E-MAIL ADDRESS

STREET CITY

STATE/PROVINCE ZIP PHONE FAX

CHECK ENCLOSED \$ _____ (MAKE CHECKS PAYABLE TO INNOVA IDEAS & SERVICES) PLEASE BILL MY MC VISA

CREDIT CARD NUMBER EXPIRATION DATE CCV NUMBER

BILLING ADDRESS AUTHORIZED SIGNATURE

The following schedule of space is placed in accordance with the terms, provisions, mechanical specifications and other conditions set forth in the media kit with which I/we are familiar, and which automatically shall become a part of this agreement. The publisher's right to reject or omit any advertisements is expressly reserved by the Foundation for North American Wild Sheep.

ISSUE	AD SIZE	EDITORIAL SECTION	TRAVEL SECTION	TRADING POST SECTION	RATE
SPRING 2008					
SUMMER 2008					
FALL 2008					
WINTER 2009					

Special Instructions

SEND TO: **JUSTIN STRODTMAN, ACCOUNT EXECUTIVE**
Sigler Companies, P.O. Box 887, Ames, IA 50010-0887, USA
T 866 385 2027 | P 515 663 6256 | F 515 232 0402
justin.strodtman@sigler.com

TERMS & CONDITIONS

The following are certain terms and conditions governing advertising published in *Wild Sheep* magazine (the "Magazine"). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents other than this. Rate Card will be binding on Sigler Companies ("Publisher"), unless Publisher agrees to such terms and conditions in writing.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within ten (10) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at Rate Card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at anytime any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.

2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. **PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS.**

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Advertising agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher. Advertising agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation.
2. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
3. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter.
4. This agreement shall be governed by and construed in accordance with the laws of the State of Iowa without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the state of Iowa in Polk County or the U.S. District Court for the Southern District of Iowa. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/2 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate Advertiser if Advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, Advertiser will be shortrated and owe Publisher an additional sum.