

Richmond Times-Dispatch

RETAIL ADVERTISING AGREEMENT - MULTI ADVERTISER PAGES/PROMOTIONS

Date: _____

In consideration for the discounts specified below, Advertiser authorizes the Richmond Times-Dispatch to publish advertising in the Richmond Times-Dispatch in accordance with the following requirements:

Advertisements will appear under a common banner and are referred to as multi-advertiser pages/promotions and represent a common theme, association or trade group. Ad space will be billed at open rates less the appropriate incentive discount for participation in a multi-advertiser promotion. While annual investment level contracts do not apply to multi-advertiser pages/promotions, each participating business will be required to sign a retail advertising agreement for multi-advertiser pages/promotions.

A combination of special sections, advertorials or ROP promotional pages may be created for the participating group. A minimum of three participants will be necessary for each of the individual programs to publish.

Incentive Structure for multi-advertiser pages/promotions:

- | | | |
|--------------------------|--------------------------|-----|
| <input type="checkbox"/> | 2 - 3 insertions | 10% |
| <input type="checkbox"/> | 4 - 5 insertions | 20% |
| <input type="checkbox"/> | 6 - 8 insertions | 30% |
| <input type="checkbox"/> | 9 - 12 insertions | 40% |
| <input type="checkbox"/> | 13+ insertions | 50% |

It is understood by all parties hereto that in the event (1) the number of insertions contracted for are not used during the course of the 52 week contract period or (2) the advertiser cancels this contract before satisfying its minimum requirements, Richmond Times-Dispatch will compute the cost difference between the open rate and the discount amount and will bill the advertiser for this additional difference, which advertiser agrees to pay within 30 days. Cancellation may be effected only by a letter addressed to the Advertising Manager of the Richmond Times-Dispatch or by direct contact with the advertiser's sales representative. Except as matters specifically superseded by this contract, all provisions of the current Retail Advertising Rate Card shall apply as if written herein and shall be incorporated herein by reference. It is expressly understood that the space contracted for is to be used by the advertiser exclusively and for his own present business and cannot be sold, given or transferred in whole or in part in any way to any other firm, individual or corporation.

The undersigned advertiser agrees to the terms and conditions herewith set forth and accept this contract as of this date:

_____, 20____
Month Day

Advertiser _____

First Insertion Date _____
Salesperson _____ No. _____

Per (signed) _____

Address _____

Accepted by Richmond Times-Dispatch

City and State, Zip _____

Advertising Manager

Category _____