

ADVERTISING RATES

CLASSIFIED & CLASSIFIED DISPLAY

CLASSIFIED RATES

	1 Time	3 Times* per issue
Cost per word, per issue (10 word minimum)	\$3.95	\$3.60

* In order to earn the 3-time rate, ads must be placed and prepaid at the time of order. If ad is cancelled, credit will be based on frequency rate earned.

COUNTING WORDS: Every word is counted – no matter how many letters in the word. Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and numerals are considered one word. Cities and states consisting of two words or more are considered one word; i.e. "New York" or "Salt Lake City." Zip code is considered one word. Telephone numbers with area code are considered one word. When using Internet or E-mail address, count as three words each. No charge for normal punctuation.

STYLE: All ads are set the same. The lead phrase is set in bold caps. No other type variations are accepted. No illustrations or borders on word ads.

CLASSIFIED DISPLAY RATES

	1 Time	3 Times* per issue
Cost per inch (minimum: one inch) (maximum: 2 1/4 inches)	\$120	\$110

* In order to earn the 3-time rate, ads must be placed and prepaid at the time of order. If ad is cancelled, credit will be based on frequency rate earned.

DISPLAY SPECIFICATIONS – Ad pages are computer generated from Macintosh in Quark Xpress 3.32. This includes all display ads. Send Mac formatted 3 1/2" floppy disk or zip and a sample copy of your ad. If logo is in ad, please include larger version, black for scanning purposes. Be aware that we use only Adobe fonts in our system, and if yours is not we will find a suitable replacement. Supply ad files and image files saved as TIFF and/or EPS in Quark Xpress 3.32, Photoshop 4.0 and Illustrator 7.0. Maximum reverse area not to exceed 20%.

CLASSIFIED HEADINGS

Please choose one of the headings below and indicate on your order. If you don't request a heading, *DELL HOROSCOPE* will place your ad under the classification that we consider will be most convenient to the reader, thereby bringing more business for you. No special headings permitted.

Astrology	Health/Beauty	Numerology
Biorhythms	Instruction	Psychics
Books/Publications	Jewelry	Readings
Business Opportunities	Miscellaneous	Romance
Computer Software	Occult	Tapes/Video
Gifts	New Age	Tarot
		Unusual Items

BILLING & CREDIT

All classified and display advertising must be prepaid. Make check or money order payable to *DELL HOROSCOPE*. Canadian ads must be paid in U.S. funds. There is a \$30 charge for returned checks. We accept Visa and MasterCard for payment.

COMMISSION & CASH DISCOUNTS

Commission to recognized advertising agencies is 15% when received on agency letterhead or insertion order form. No 2% cash discount permitted.

ISSUANCE & CLOSING DATES

Published 12 times annually. Cancellations and copy changes are accepted only in writing and must be received on or before the closing date of scheduled issue(s).

ISSUE	CLOSING DATE	ON SALE DATE	WEBSITE MONTH
January 2009	August 18, 2008	November 18, 2008	October 2008
February 2009	September 15, 2008	December 16, 2008	November 2008
March 2009	October 20, 2008	January 20, 2009	December 2008
April 2009	November 17, 2008	February 24, 2009	January 2009
May 2009	December 15, 2008	March 24, 2009	February 2009
June 2009	January 19, 2009	April 21, 2009	March 2009
July 2009	February 16, 2009	May 19, 2009	April 2009
August 2009	March 16, 2009	June 16, 2009	May 2009
September 2009	April 20, 2009	July 21, 2009	June 2009
October 2009	May 18, 2009	August 18, 2009	July 2009
November 2009	June 15, 2009	September 15, 2009	August 2009
Yearbook 2010	June 29, 2009	October 27, 2009	August 2009
December 2009	July 20, 2009	October 13, 2009	September 2009

CIRCULATION & COVERAGE

A. Rate base: 132,000 **B.** U.S. and Canada

COPY & CONTRACT POLICIES

A. All advertisements are accepted and published upon the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and save *DELL HOROSCOPE* harmless from and against any loss or expense arising out of publication of such advertisements; including, without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringements.

B. *DELL HOROSCOPE* shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any circumstances not within the control of *DELL HOROSCOPE*.

C. The maximum liability *DELL HOROSCOPE* will assume for any classified or display advertisement (production errors, etc.) is the total amount paid by the advertiser and/or advertising agency for the ad. The advertiser and/or advertising agency indemnifies *DELL HOROSCOPE* against any and all costs exceeding this amount. No adjustment will be made for errors that do not materially effect the value of the advertisement.

D. *DELL HOROSCOPE* reserves the right to reject or cancel any advertising, for any reason, at any time. We also reserve the right to request any advertiser to submit literature and/or merchandise prior to acceptance of advertisement.

E. *DELL HOROSCOPE* will not be responsible for errors in key numbers or for any error due to illegibly written copy. No allowance will be provided in these cases.

F. Any advertising errors must be reported to Dell Horoscope upon the publication of the first issue in which the advertisement is scheduled to appear. *DELL HOROSCOPE* will not be responsible, nor will any credits be given, for advertising errors not reported after publication of the first issue.

G. Position requests are not accepted. Advance proofs of classified ads are not submitted. Also, *DELL HOROSCOPE* will not be bound by other conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the provisions of this rate card.

H. All rates are subject to change with thirty (30) days notice.

See order form on reverse side.

