

REAL LIFE

VENTURA

REAL. HIP. LOCAL.

2009 ADVERTISING RATES

REGULAR FULL PAGE (8.5 X 11, plus 1/4" trim):

1x placement: \$ 1750.00 4x contract: \$ 1620.00

PREMIUM FULL PAGE (Placement in the first 5 pages):

1x placement: \$ 2250.00 4x contract: \$ 2000.00

INSIDE FRONT & BACK COVERS, Full page bleed (8.5 X 11, plus 1/4" trim. Live area is 8.25 X 10.75):

1x placement: \$ 2750.00 4x contract: \$ 2350.00

BACK COVER (Full page bleed (8.5 X 11, plus 1/4" trim):

1x placement: \$ 3900.00 4x contract: \$ 3600.00

HALF PAGE (Horizontal: 8 X 5.25, Vertical 4 X 10.25) :

1x placement: \$ 1050.00 4x contract: \$ 950.00

THIRD PAGE (Vertical: 2.75 X 10.25):

1x placement: \$ 885.00 4x contract: \$ 775.00

QUARTER PAGE (Vertical: 3.75 X 5):

1x placement: \$ 750.00 4x contract: \$ 625.00

SPECIAL SQUARE (3 X 3 or 2 X 4):

1x placement: \$ 485.00 4x contract: \$ 425.00

All ads placed appear in the Print and Online editions of Ventura LIFE Magazine. Contracts are for consecutive insertions. The Online edition provides links from your ad to your website.

CIRCULATION (PRINT + ONLINE DISTRIBUTION) = 160,000

If V-LIFE needs to scan art or photography, a \$45.00 charge may be added to ad rates. V-LIFE charges \$85.00/ hour for photography, design and production, and/or to re-size existing artwork. VENTURA LIFE Magazine maintains all copyrights not expressly transferred.

ACCEPTED ART FORMATS:

- Quark XPress 6.1-6.5, InDesign, PDFs Photoshop (psd), Illustrator (ai), TIFF, EPS, PDF, PNG
- All files should be CMYK or Grayscale 333 DPI min, Bitmaps: 600-2400 DPI
- PMS colors should be converted to CMYK. Make sure working files are "Pre-flighted".
- Please include all FONTS with non-postscript and EPS files.
- Please provide both screen and printer fonts. Type postscript fonts only. If fonts are not supplied, a similar typeface will be substituted prior to print.

PROOFS:

We will provide all advertisers with a digitally printed proof of ads or post them online or via email. that we design or make changes to. Additional proofs will be charged at \$25.00 per 8.5 x 11.

PROOFING IS THE ADVERTISER'S RESPONSIBILITY.

An \$85.00/hour revision charge will be applied for client's revisions to ads, excluding OUR typos, once design proof has been submitted.

Please submit a proof with supplied artwork.

Please ask V-LIFE about re-use fees & terms, products & services for ads designed by V-LIFE.

Advertising Sales: Tricia Ahern
p/805.850.5551 f/805.639.0639
Tricia.VenturaLifeMag@gmail.com

SEND PAYMENTS TO:
2907 Palma Drive
Ventura, CA. 93003

www.venturalifemag.com
p/805.641.9303
f/805.641.3412

VENTURA LIFE

VENTURA LIFE MAGAZINE CREDIT CARD AUTHORIZATION FORM

Main P/ 805.641.9303 Sales Manager P/ 805.850.5551 www.VenturaLifeMag.com

The purpose of this Credit Card Authorization Form is to allow advertising charges to be billed directly to your credit card. Ventura LIFE Magazine will keep all information entered on this Credit Card Authorization Form strictly confidential. For your protection and that of Ventura LIFE Magazine, please fill in this form completely and fax or mail it back to:

Ventura LIFE Magazine C/O Sea Doggy Productions
2907 Palma Drive, Ventura CA 93003
Facsimile – 805.639.0639

Advertiser's Name: _____ Sales Rep: _____

Name on Credit Card: _____

Billing Address: _____

City: _____ State _____ Zip Code _____

Phone Number _____

Credit card # _____ - _____ - _____ Exp Date ____/____ V Code _____

Amount(s) \$ _____

Special Instructions: _____

I hereby authorize Ventura LIFE Magazine to charge my credit card for advertising insertions and associated fees in keeping with my Ventura LIFE Magazine Contract.

Cardholder's Signature _____ Date: _____

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Ventura LIFE Dining & Lounge Guide

Ventura County's only premium coffee-table collectible quarterly is now offering an enhanced dining guide in each issue of both the printed and online versions of Ventura LIFE Magazine.

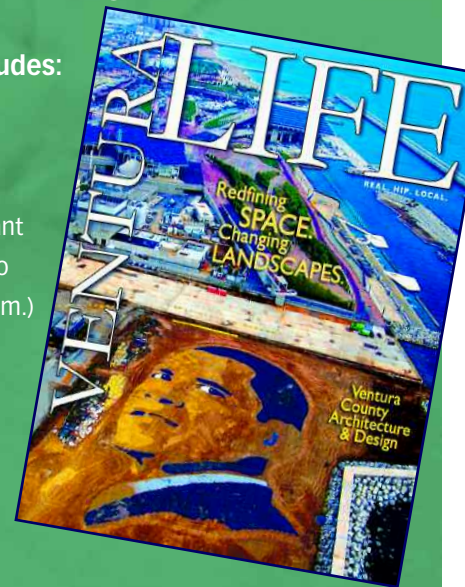
The Ventura LIFE Magazine Dining & Lounge Guide Package Includes:

- A photo of your restaurant, lounge, wine bar, or café
- Your logo, business name, address, phone number, web site and e-mail
- A 50 word description about your menu, location & offerings
- Inclusion in the online E-dition of Ventura LIFE Magazine, featuring an elegant page-turning experience, with activated links directly from our guide listing to YOUR website! (Check out the animated online E-dition at VenturaLifeMag.com.)









All the unsurpassed quality and vibrant color you can count on from Ventura LIFE Magazine for just \$250 per insertion with a 4-time contract.

CALL V-LIFE TODAY!
AD-SALES MANAGER:
TRICIA AHERN 805.850.5551
Tricia.VenturaLifeMag@gmail.com

WWW.VENTURALIFEMAG.COM



PUBLISHER: AMY JONES:
805.804.7169
Amy@451Media.com

 <p>CAFE HAUTE Nuevo California cuisine with a twist. Beer & Wine Bar, Entertainment Thurs-Sun 555 Main street, Downtown Ventura, 805.644.1345 www.cafehauteventura.com</p>	 <p>Jonathan's Five-Star Cuisine Full Bar, Disco after 9pm 204 E. Main st., Downtown Ventura, 805.648.4853 www.jonathansatperinos.com</p>
 <p>TALOOSAS Near Nervana Dining Experience Beer & Wine Bar, Entertainment Thurs-Sun 45 Main street, Downtown Ventura, 805.643.9947 www.taloosas.com</p>	 <p>CAFE FREEORE A cool place for Asian-Nuevo Dining experience Full Bar, great wines, local brews 377 California st., Ventura, 805.644.1345 www.freefood.com</p>
 <p>SIDECAR Dining in a victorian train carriage Entertainment sat, Sun all day Main street, Midtown Ventura, 805.653.7433 restaurant.com</p>	 <p>MAYA'S THAI Great Thai Food, Awesome atmosphere! Full Bar, Exotic brews and rums 344 Main st., Downtown Ventura, 805.654.1995 www.jmayasthai.com</p>
 <p>pantry Farm to Table Market Farm market, gallery, catering Downtown Ventura, 805.653.7433</p>	 <p>CALIRROUTE BAR & CAFE</p>



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SPRING 2009 Special Edition: HEALTH & WEALTH...Releasing April

Showcasing the businesses, products & services, attitudes & ideas that support Ventura County's health and prosperity.

For a short time only, Ventura County's only premium coffee-table collectible quarterly is offering a **20% discount*** on all spaces for new advertisers in Ventura LIFE Magazine until February 27th.

Call today for your advertising consultation, and be part of the print & online magazine dedicated to presenting your business or organization in the most memorable and highest quality publication in Ventura County. Filled with beautiful full-color photography and thoughtful, well researched stories, Ventura LIFE Magazine keeps your message alive longer in print and online.

Printed Circulation = Estimated 117,000 (18,000 average printed + 6.5 average pass along rate)
Online Circulation = 40,000 direct online distribution + 10,000 average VenturaLifeMag.com web site visitors a day.

Magazines distributed via mail to subscribers & targeted mailings. Over 10,000 complimentary copies supplied to hotels & businesses. Sold at select retailers, including Barnes & Noble. Web sites listed in your ad are activated online so advertisers can click-through directly to your web site!

Full Page: \$1400
Half Page: \$850
1/3 Page: \$700
1/4 Page: \$600
3x3 Square: \$350

*(Inquire about premium placement pages & advertorial opportunities)
Sign a 4X contract and we'll even extend your special rate!*

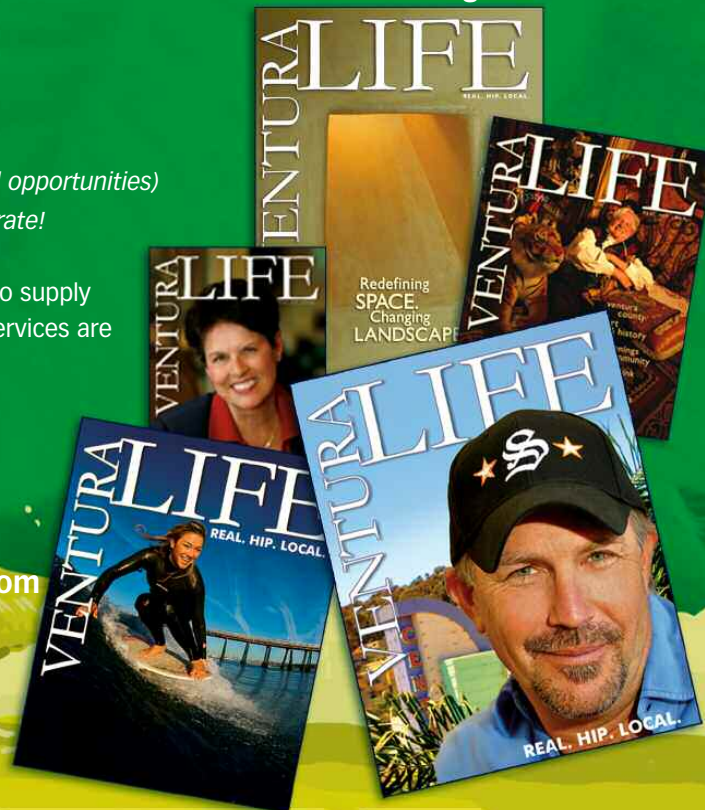
**Check out the animated online E-DITION at:
www.VenturaLifeMag.com**



*20% discount applied to advertisers who supply their own artwork. Advertising Design services are available, but may impact the final total discounts available.

CONTACT V-LIFE
805.641.9303
Sales: Tricia D. Ahern
tricia.VenturaLifeMag@gmail.com
Cell: 805.850.5551

Publisher: Amy Jones
amy@451Media.com
805.804.7169



VENTURA LIFE MAGAZINE ADVERTISING CONTRACT

Account Business & Contact:-: _____

Billing Address: _____

Email: _____ Phone: _____ Fax: _____

The undersigned agrees to the following specifications:

Ad Size: _____ (All ads are on premium stock and full color)

Special Additions: _____

Begin Month/Issue: _____

CONSECUTIVE INSERTIONS

1X 2X 3X 4X 6x 8X

Premium Position (If applicable): _____ Dining Guide: _____

Please note: Positioning availability may vary each day. We will verify general positioning specifications upon receipt of a deposit along with signed contract. Inside/Outside Covers and first 7 page placement requests will require an additional fee, to be negotiated with the client and our sales advisor.

Ad Rate per Insertion/VENTURA LIFE: \$ _____ Ad Rate per insertion/Guide(s): \$ _____ New Account

*The Contract Terms and Policies attached have been read and agreed to by the undersigned.
The undersigned acknowledges reading and understanding the Terms and Policies of this Contract by signing below.*

Advertiser/Agent Signature: _____

Please Print Name: _____ Date _____

Sales Advisor: _____ Publisher Approval: _____

I agree to abide by the Terms and Policies of this Contract and to personally guarantee payment of all amounts stated in and required by this contract. Late charges of 2% per month will be charged on past due accounts (24% Annually). All items within this contract are subject to the approval of the publisher.

VENTURA LIFE MAGAZINE CONTRACT TERMS & POLICIES

CONDITIONS

This insertion order for advertising space constitutes a contract (Agreement) between Ventura LIFE Magazine (Publisher) and the Advertiser and/or their advertising agency (Customer). Both parties agree that this contract shall be governed by the following conditions.

CONTRACT & COPY POLICIES

Ventura Life Magazine and the Publisher expressly reserve the right at his/her absolute discretion and at any time to reject or cancel any advertisement whether or not it has already been acknowledged or previously published.

All advertisements must be clearly and prominently identified by a trademark and/or the signature of the advertiser, or the word "Advertisement" may be printed somewhere on the advertisement at the Publisher's discretion.

Insertion instructions shall be supplied by the Customer for every advertisement and shall clearly state the following information: name of advertiser, size of advertisement, requested changes if applicable.

The Customer agrees to pay for all advertising published in Ventura LIFE Magazine in accordance with this contract. Customer shall make such payment to the office of the Publisher or the Publisher's authorized representative on or before 15 days from the date of the monthly statement for sold advertising as all invoices will indicate that payments are due upon receipt unless other arrangements have been made in writing and agreed to by the Publisher. All accounts not paid within 30 days from statement date will incur service charges calculated at the rate of 2% per month, (24% annually), until all sums are paid in full. If collection of any amounts owing under this contract is referred to counsel, Publisher shall be entitled to collect all reasonable costs and expenses of collection associated with the collection of said account. Customer will incur a \$25.00 charge on any check returned to Publisher unpaid by Customer's bank for each instance.

If an advertising agency or media buying service is party to, or has participated in the negotiation of this contract, Publisher and advertising agency agree that said agency is acting for its client and as such binds both itself and its client to the terms and conditions of this contract, including liability for payment to the Publisher. All rates are commissionable at a maximum of 15% to recognized ad agencies only if payment is made within 30 days of statement date and if ad agency has provided Publisher with complete and publishable digital files of advertising artwork. Premiums paid for guaranteed position or exclusivity are non-commissionable. In the event of default by either the advertiser or agency, the ad will be charged at the gross amount due on the contract.

Customer shall be held responsible for debts incurred after receiving notice (including a current statement of account) that agency has failed to make payment on customer's behalf within 30 days in which service was provided hereunder.

In the event of a Publisher's error, the Publisher will reprint the corrected ad in the next available issue as a make-good advertisement. The Publisher's liability for any error appearing in an advertisement is limited to the cost of space actually occupied, and it is expressly acknowledged that the provision of a replacement make-good advertisement insertion discharges Publisher's liability to agency and/or advertiser, in full. No allowance, however, will be granted for any error that does not materially affect the value of the advertisement. To qualify for an adjustment, any error must be reported within 15 days of publication date and credit for errors is limited to the first insertion.

The Publisher reserves the right to cancel this contract at any time upon default by the Customer in the payment of bills or in the event of any other substantial breach of this agreement by the Customer. Upon such cancellation, charges for all advertising published and all other charges payable under this contract, including unpublished insertions and other applicable charges described herein shall become immediately due and payable by Customer.

All advertising produced by the production department of Publisher, is the copyrighted property of the Publisher's publications. Any

use other than the placement of advertising in any of the Publisher's publications is prohibited without the express consent of the Publisher, plus any applicable fees.

A printed, online or e-mailed proof for advertising art created by the Publisher for the Advertiser will be supplied to the Advertiser and/or the Advertiser's agency for proofing, which is the Customer's responsibility. A fee of \$85 will be added to the regular contracted billing amount for each instance the Advertiser requests design revisions and a new proof. Publisher errors, such as typos, represented on supplied proofs will be corrected by the Publisher at no additional cost, but it is the Advertiser's responsibility to review supplied proofs and alert the Publisher of any desired changes. A signed proof or electronic notification indicating acceptance of a supplied proof will indicate the Advertiser's full acceptance of supplied art and responsibility to pay all applicable fees for advertising insertions as related herein.

Advertiser agrees to hold harmless and defend Ventura Life Magazine, its staff and officers and associated companies from any and all claims or actions resulting from publishing advertising. Advertiser hereby warrants that they have researched fully and fairly the truthfulness and accuracy of their claims and warranties. This Advertiser warranty acknowledges advertiser responsibility toward clear and careful expression and verification of any claims or warranties written or implied within the scope of any advertisements carried by Ventura Life Magazine, and such responsibility is not relieved by publication by Ventura Life Magazine. This express warranty exists solely to defend and hold harmless Ventura Life Magazine, its officers, staff and associated companies. Should any action result from said advertising, Advertiser shall defend and hold harmless Ventura Life Magazine and agrees to pay any and all court costs and reasonable attorney's fees used to enforce this agreement. Advertiser further agrees to submit to the jurisdiction of the courts of Ventura County, State of California. All agreements between Advertiser and Ventura Life Magazine shall be governed by in accordance with the laws of the State of California.

Advertiser or Advertiser's agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe any copyright, trademark or patent and shall defend, indemnify and hold harmless Ventura Life Magazine, its agents, officers, employees and associated companies from all third party claims on account thereof.

Ventura Life Magazine reserves the right to reject any advertisement, photograph, or illustration that is not deemed to be in keeping with the standards of the publication.

Ventura LIFE Magazine is a unique, journal style, city and regional publication. Publishing dates and issue releases are determined at the discretion of Ventura Life Magazine. Consecutive insertion Contracts will be in effect until the full number of contracted insertions have been published.

The Advertiser shall be responsible for ensuring that their advertisements have been proofed and are ready for print as represented in any applicable supplied proofs.

It is the Advertiser's responsibility to provide new artwork, requested advertisement changes and applicable creative assets such as photography, copy, logos and/or trademarks in a timely manner and by the Publisher supplied deadlines. If Ventura Life Magazine is unable to contact the Advertiser and/or Advertiser's agency, and Advertiser is under contract to insert advertisements, your existing advertisement will run in the current issue.

This Contract contains the entire agreement between the Customer and Publisher, except for the insertion instructions required by paragraph 3 herein, there are no other promises or conditions in any other agreement whether written or oral, which relate to the specific terms of the Contract. This Contract supersedes any prior written or oral agreements between Customer and Publisher and this Contract supersedes the provisions of any insertions instructions, which is inconsistent with any of the terms of this Contract. No verbal agreement altering the rates, payments, billing adjustments, or terms of this Contract shall be recognized without written confirmation from Ventura Life Magazine, Ventura Life Magazine authorized agents of the Publisher or the Publisher.

Signing this Contract acknowledges that the Advertiser and/or the Advertiser's agency has carefully read and accepted the terms, conditions and policies of this Contract and Ventura Life Magazine and the Publisher.

Please Call 805.641.9303 with design & production questions or contact Co-Publisher/Creative Director, Dina Pielaeet at 805.804.7167, Dina@451Media.com