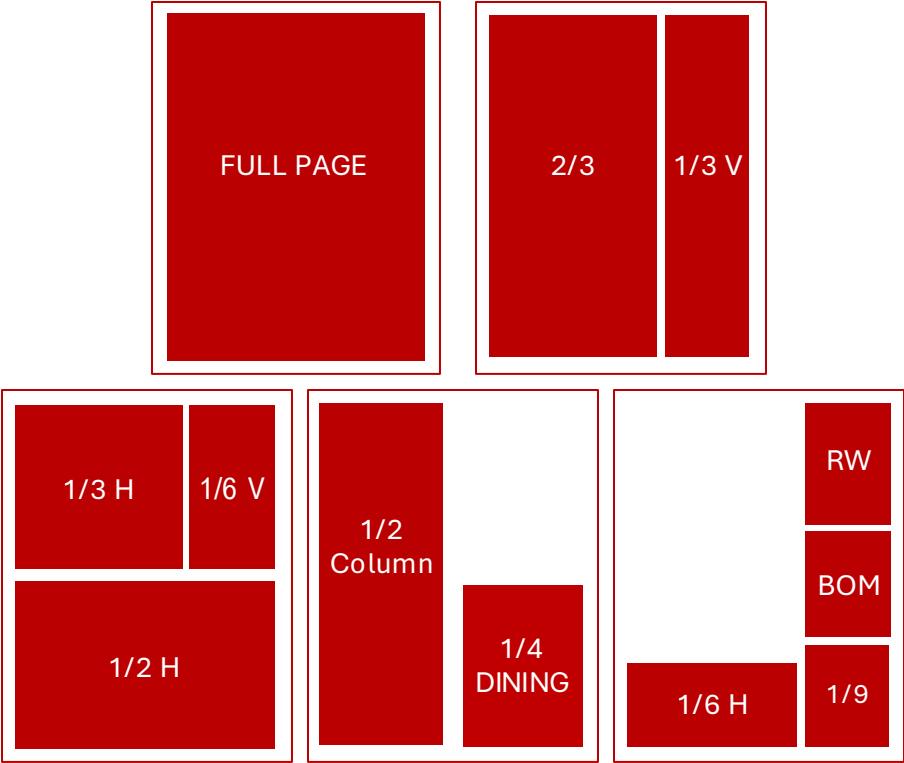




DISPLAY SIZES

(width x height)

Full page with bleeds: 8.625" x 11"	1/3 page horizontal: 4.75" x4.75"
Full page after trim: 8.375" x 10.75"	1/3 page vertical: 2.25" x9.875"
Full page no bleed: 7.25" x 9.875"	1/6 page horizontal: 4.75" x2.25"
2/3 page: 4.75" x9.875"	1/6 page vertical: 2.25" x4.75"
1/2 page horizontal : 7.25" x 4.75"	1/9 page Dining Ad: 2.25" x 3.125"
1/2 page column: 3.5" x 9.875"	Restaurant Week Ad: 2.25" x3.5"
1/4 page Dining Ad: 3.5" x 4.75"	Best of Madison Winner: 2.16" x2.92"

DEADLINES

- See our production calendar for exactdeadlines on:
- Space reservation
 - Materials requiring production work
 - Camera-ready artwork
 - Cancellations are not accepted after thespace reservation deadline

RATE POLICIES

- Frequency discounts are earned by using four or more insertions within a 12-month period.
- Advertising Representatives will arrange for ad design, production and necessary proofs which will be billed to the advertiser or agency separately for materials requiring advanced productionwork.
- Advertisers are held responsible for advertising space charges and associated production fees in the event an advertiser's agencydefaults on payment due MadisonMagazine.
- Acceptance of all advertising and copy is subject to the approval of the Publisher. Per inquiry advertising is not accepted. No space may be purchased for resale. The Publisher shall not be liable for damages if, for any reason, an advertisement isn'tpublished.

POSITION

Requests for a special position in Madison Magazine are accepted on a first-come, first-served basis. Madison Magazine cannot guarantee all requests due to editorial layout and color breakdown but will acceptas many requests as space allows. A guarantee to a special position, if it is available, can be obtained with a 15%additional charge to space obtained per insertion. Guarantees must bepre-approved.

LIABILITY

Madison Magazine accepts the responsibility forpublishing each ad correctly as received if submitted on or before published deadlines

CONTRACT REGULATIONS

Advertising ordered at a frequency discount rate and not earned within one year from the first insertion will be billed an earned rate (short rate). Mixed ad sizes in a campaign are acceptable.