

FOR MEN!

FITNESSRx™

YOUR ULTIMATE PRESCRIPTION FOR THE PERFECT BODY

2016 MEDIA KIT

FITNESSRx for MEN Magazine

21 Bennetts Road, Suite 101, Setauket, NY 11733 (631) 751-9696, Fax (631) 751-9699

Fitnessrxformen.com

MISSION STATEMENT

The goal at FitnessRx for Men magazine is to provide our readers with the ultimate in cutting-edge scientific research pertaining to weight loss, fat burning, muscle growth, endurance, performance enhancement, optimal health, and great sex. With top-notch authorities on every subject from proper supplementation to high-intensity workouts to optimal nutrition to cardiovascular health, FitnessRx for Men is your one-stop resource for creating the perfect body— that's why we call it the Ultimate Prescription.

FitnessRx for Men cuts through the fog of misinformation the media is glutted with, and zeroes in on precisely what is needed to chisel that six-pack, burn unwanted fat, and create cardiovascular health and endurance, stamina in the bedroom, and the kind of healthy lifestyle you deserve— and that is most definitely within reach.

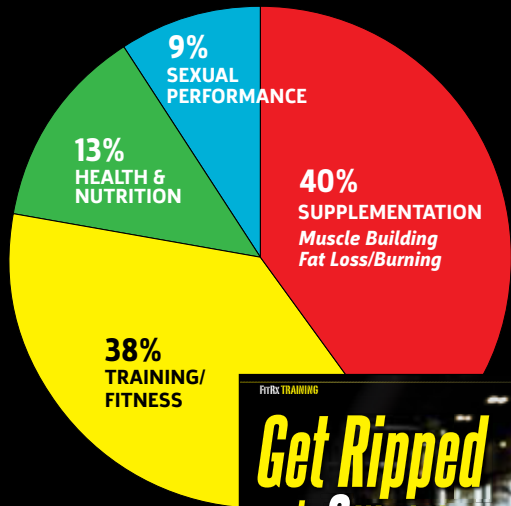
FitnessRx for Men gives you the tools and information you need, the motivation to get you going, the support to keep you on track, and always, the scientific research to back up the information presented. We are science-based, and that means there is no guesswork; you'll find the latest research and studies on topics such as ketogenic diets, maximum-intensity training, the fat-burning power of green tea, the health risks associated with abdominal fat, whey-enhanced nutrition, how to boost testosterone, and more.

Build rock-hard muscle, burn stored fat, achieve the optimum health you know is possible, and have the best sex of your life! With FitnessRx for Men, the tools are at hand.

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EDITORIAL CONTENT



CIRCULATION

FOR MEN!
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FitnessRx for Men uses an effective and frequent system to monitor our performance. Barnes & Noble is the biggest retail bookstore in the US, and as such is one of the best ways for us to monitor our standing as compared to our competitors. We are pleased to report that FitnessRx for Men ranks among the best-read men's health titles. These impressive and consistent rankings are a strong indicator of our industry standing, since these reports are audited. We also do a random sampling of dealers in particular parts of the country, and the results are once again consistent placing FitnessRx for Men among the top comparative titles. We have been using this system for years, and it has been our best gauge for monitoring our titles. This is an excellent portrait of how FitnessRx for Men stands up to the competition, as well as the overall health of the magazine.

National Distributor: Curtis Circulation Co.
Premiere Issue: April 2002
Cover Price: \$4.99 U.S. & Canada
Frequency: Bi-monthly (6x/annually)
RDA: 10% of Cover Price
Circulation: U.S., Canada & International
Target Market Demographics: 97% Male
Ages 18-45

Publisher: **ADVANCED RESEARCH MEDIA, INC.**
21 Bennetts Rd., Ste 101, E. Setauket, NY 11733
Tel: 631-751-9696 * 800-653-1151
Fax: 631-751-9699



For ADVERTISING information contact:

ANGELA THERESA FRIZALONE, Advertising Director
theadlady@advancedresearchmedia.com
Tel: 239-495-6899 * Fax: 239-495-3321

For Classified Contact: Manda @1-800-653-1151

For all other information, please contact:
Magazine Communication Consultants
Irwin Billman, Tel: 212-371-0248
Ralph Perricelli, Tel: 914-337-6822

Curtis Circulation Co.
Marisa Wojcik, Tel: 201-634-7441

MEET THE ‘FITNESSRx MEN GUY’ A DEMOGRAPHIC PORTRAIT

MEN	94%	TARGET MARKET AGE	18-45
WOMEN	6%	MEDIAN AGE	31
MARRIED	48%	MEDIAN HHI	APPX \$79K
SINGLE	52%	MEDIAN IND INCOME	APPX \$46K
COLLEGE EDUCATED	60%		

FITNESSRx MEN READERS ARE YOUR CONSUMERS
FITNESSRx MEN IS A BUYER’S GUIDE

FITNESS Rx MEN readers are interested in purchasing the following products and have purchased them or plan to in the next 12 months:



- SUPPLEMENTS
- ATHLETIC SHOES & APPAREL
- DIET/FAT-LOSS PRODUCTS
- FITNESS EQUIPMENT, WEIGHTS
- PROTEIN POWDER, MEAL REPLACEMENTS, ENERGY BARS
- HEALTHY FOODS, BEVERAGES & BOTTLED WATER
- MUSCLE-BUILDING PRODUCTS
- SPORTING GOODS
- VITAMINS, MINERALS, HERBAL
- AUTOMOBILES
- SEXUAL PERFORMANCE ENHANCERS
- PERSONAL HYGIENE & GROOMING PRODUCTS
- GYM EQUIPMENT
- ELECTRONICS
- HEART-RATE MONITORS/SPORTS WATCHES
- TRAVEL SERVICES

Our target advertisers are purchasing placements in publications such as Men’s Health and Men’s Fitness

2015 MEDIA SCHEDULES

ISSUE (COVER DATE)	INSERTION ORDER DUE	MATERIALS DUE	ON SALE DATE
OCT/NOV 2015	Aug 5	Aug 17	Sept 29
DEC/JAN 2016	Oct 2	Oct 15	Nov 24
FEB/MARCH	Dec 5	Dec 16	Jan 26
APRIL/MAY	Feb 5	Feb 19	March 29
JUNE/JULY	April 6	April 15	May 24
AUG/SEPT	June 6	June 17	July 26
OCT/NOV	Aug 5	Aug 18	Sept 27
DEC/JAN 2017	Oct 7	Oct 14	Nov 22
FEB/MARCH	Dec 5	Dec 16	JAN 27

For all advertising information, contact:

Angela Theresa Frizalone

Advertising Director

theadlady@advancedresearchmedia.com

Phone (239) 495-6899 Fax (239) 495-3321

Send all materials to:

ADVANCED RESEARCH MEDIA **Attn: Manda**

21 Bennetts Rd, Suite 101,

Setauket, New York 11733

Phone (800) 653-1151

fmachado@advancedresearchmedia.com

Phone (631) 751-9696 Fax: (631) 751-9699



FTP ADDRESS FOR ADVANCED RESEARCH MEDIA

<http://www.rrd-lpc.com/armedia/>

NO password required

Use for the following magazines:

Muscular Development, FitnessRx Men, FitnessRx Women

FTP INFORMATION* All uploads MUST be accompanied by fax or e-mail for verification!

You MUST e-mail (gail.nazario@rrd.com) or fax (717) 293-2280 to verify upload. Please indicate company name as well as magazine issue in which ad is to be placed. COLOR GUIDANCE IS REQUIRED TO GUARANTEE COLOR ACCURACY. Please do NOT re-upload replacement ads without prior approval.

YOUR CONSUMER IS OUR READER...

The goal at FitnessRx for Men magazine is to provide our readers with the ultimate in cutting-edge scientific research pertaining to weight loss, fat burning, muscle growth, endurance, performance enhancement, optimal health, and great sex. With top-notch authorities on every subject from proper supplementation to high-intensity workouts to optimal nutrition to cardiovascular health, FitnessRx for Men is your one-stop resource for creating the perfect body—that's why we call it the Ultimate Prescription. FitnessRx for Men cuts through the fog of misinformation the media is glutted with, and zeroes in on precisely what is needed to chisel that six-pack, burn unwanted fat, and create cardiovascular health and endurance, stamina in the bedroom, and the kind of healthy lifestyle you deserve—and that is most definitely within reach.

FitnessRx for Men gives you the tools and information you need, the motivation to get you going, the support to keep you on track, and always, the scientific research to back up the information presented. We are science-based, and that means there is no guesswork; you can count on finding research based on the latest studies being done on topics such as ketogenic diets, maximum-intensity training, the fat-burning power of green tea, the health risks associated with abdominal fat, whey-enhanced nutrition, and how to boost testosterone. Build rock-hard muscle, burn stored fat, achieve the optimum health you know is possible, and have the best sex of your life! With FitnessRx for Men, the tools are at hand.

All advertising materials should be delivered to:

ADVANCED RESEARCH MEDIA, INC.

Att: FitnessRx (Issue Date)
21 Bennetts Road, Suite 101
Setauket, NY 11733
(631) 751-9696

Fax: (631) 751-9699

FITNESSRx "Ad Team"

Angela Theresa Frizalone

Advertising Director
Phone: (239) 495-6899
Fax: (239) 495-3321
e-mail: theadlady@advancedresearchmedia.com

Manda Machado

Classified Advertising
Phone: (631) 751-9696
Fax: (631) 751-9699
email: fmachado@advancedresearchmedia.com

Todd Hughes

Director
Digital Marketing & New Business Development
Advanced Research Media Inc.
Phone: 416.346.3456
email: mediasales@advancedresearchmedia.com

MEDIA SCHEDULE

Cover Date	Insertion Order Due	Materials Due	Appx on Sale
Oct/Nov 2015	8/5/15	8/17/15	8/29/15
Dec/Jan 2016	10/2/15	10/15/15	11/24/15
Feb/March	12/5/15	12/16/15	1/26/16
April/May	2/5/16	2/19/16	3/29/16
June/July	4/6/16	4/15/16	5/24/16
Aug/Sept	6/6/16	6/17/16	7/26/16
Oct/Nov	8/5/16	8/18/16	9/27/16
Dec/Jan 2017	10/7/16	10/14/16	11/22/16
Feb/March	12/5/16	12/16/16	Aprx 1/27

ADVERTISING RATES*

4-Color	1x	3x	6x	12x
Full Page	\$ 10,243	\$ 10,079	\$ 9,816	\$ 9,547
1/2 (horiz.)	\$ 5,593	\$ 5,189	\$ 4,717	\$ 4,314
1/3 (vert/horiz)	\$ 3,562	\$ 3,370	\$ 3,167	\$ 2,965

2-Color

Black and White rates plus 15%.
Rates for special processes or colors available upon request.

Black and White	1x	3x	6x	12x
Full page	\$ 6,992	\$ 5,263	\$ 6,068	\$ 5,746
1/2 (horiz.)	\$ 3,145	\$ 2,888	\$ 2,568	\$ 2,374
1/3 (vert/horiz)	\$ 1,925	\$ 1,797	\$ 1,669	\$ 1,476

Covers

4-color only; non-cancelable
Inside Front Cover Spread (IFC and Pg.3) - \$ 23,600
Inside Back Cover Spread - \$ 12,875
Cover 3 (IBC Single) - \$8,400
Back Cover - \$ 22,000
Front Cover Gatefold - \$ 31,000
Barn Door Gatefold - \$ 48,250

Locker Room (Classified)

Standard 1/6 page or smaller, color or black and white,
1x: \$850, 2x plus: \$650
Call (631) 751-9696 for specifics.

Inserts and Gatefolds

Prices available upon request
Call (631) 751-9696 or (239) 495-6899 for quotes and mechanical specifications

*Rates Subject to Change

INTEGRATED MULTIMEDIA MULTI-PLATFORM ADVERTISING PACKAGES YOUR ONE-STOP SHOP

The ways to communicate your message to reach potential advertisers and the options available are changing and growing every day. Thanks to the Internet and social media, you can reach more people than ever before. FitnessRx for Men and its parent company, Advanced Research Media, are on top of this developing and ever-changing market by offering integrated advertising packages. Advanced Research Media is a multimedia company, offering you optimal advertising benefits by combining print and online exposure to maximize your brand presence. These multimedia platforms include print and online, videos, radio, and the social media pages including Facebook, Twitter, Pinterest, #Hashtag and more!

Your advertising dollars can go further and your company's visibility can increase to millions of views online—if you embrace all that technology has to offer and stay ahead of the game, as we have done at Advanced Research Media.

In addition to FitnessRx for Men, an incredibly successful mainstream health and fitness title, ARM also publishes the leading bodybuilding title known throughout the industry and around the world, Muscular Development, and FitnessRx for Women, the 'sister' of FitnessRx for Men. These three titles offer a powerful triad of marketing, together with their respective online sites and integrated packages.

FitnessRx for Men integrated multimedia, multi-platform advertising packages are available to include the print edition of FitnessRx for Men, fitnessrxformen.com; FitnessRx for Women, print and fitnessrxwomen.com; and Muscular Development print and online, musculardevelopment.com, and the Muscular Development store. Our website fitnessrxformen.com complements but does not duplicate the print version of FitnessRx for Men. Specialized, comprehensive integrated packages are also available to include Muscular Development and/or FitnessRx for Women.

CALL FOR SPECIFIC INTEGRATED PACKAGE OPTIONS

MECHANICAL REQUIREMENTS

Non-Bleed Sizes	WIDTH	DEPTH
Full Page	7 3/8" x	10"
Spread	15 1/4" x	10"
1/2H	7 3/8" x	4 3/8"
1/2H sp	15 1/4" x	4 3/8"
1/3V	2 1/4" x	10"
1/3 SQ	4 5/8" x	4 7/8"

Bleed Sizes

Full page	8 1/8" x	10 3/4"
Spread	16" x	10 3/4"
1/2H	8 1/8" x	5 3/8"
1/2H sp	16" x	5 3/8"
1/3 SQ	5 3/8" x	5 5/8"

Magazine trim size: 7 7/8" x 10 1/2"

All ads require 3/16" safety margin between live matter and trim edges including the gutter.

All bleed ads require a 1/8" margin beyond trim page.

MATERIALS

FULL and HALF PAGE ADS:

One SWOP certified color proof for color required, with laser proof for content verification. Maximum coverage in any area: 300% with no more than one solid. Maximum screen density for any one color is 85%. Screen: 133-line.

If SWOP proof is not supplied, there is no guarantee of quality on press. The pre-press facility will generate a color proof with the cost being billed to the advertiser.

FURNISHED DIGITAL DISKS

All ads must be submitted on a Macintosh-formatted disk - CD, DVD. All ads that have any color in them must be converted to CMYK with no less than 300 dpi resolution. Preferred file formats include Quark, InDesign, Illustrator as well as PDF. Any files that need to be converted at the printer will be billed to the advertiser. All programs used to create the ad should be listed on a collect for output report accompanying the disk. All screen and printer fonts must be supplied.

Any ad that is late to the pre-press facility may be sent via FTP but must be accompanied by a fax (717-293-2280) for content verification and separate email notification (gail.nazario@rrd.com). As stated above, printer is not liable for color reproduction guarantee and the advertiser will be billed for the SWOP color guidance generated.

FTP ADDRESS

FTP Address <http://www.rrd-lpc.com/armedia> (No password required) Please indicate company name as well as magazine issue in which ad is to be placed. **COLOR GUIDANCE IS REQUIRED TO GUARANTEE COLOR ACCURACY.** Ads that are sent via the ad portal need to have a low-res PDF included to be used for verification purposes. Please do NOT re-upload replacement ads without prior approval. Thank you.

REMNANT RATES & LATE ADVERTISEMENTS

Full page or partial ads may be accepted after closing date at the Publisher's discretion and based upon a space available basis. Remnant rates are also available, placement and cost solely at Publisher's judgment.

FitnessRx Men is a mainstream men's health title designed to reach a large and diversified demographic audience.

ADVERTISER ASSUMES RESPONSIBILITY FOR FULL COST OF AD FOR ALL ADS PULLED 5 DAYS PRIOR TO DEADLINE

Blanket Advertising Policy & Guidelines

1. Publisher reserves the right to refuse any ad without explanation at its discretion and those that do not comply with FitnessRx editorial policies or those that do not meet the editorial standard of FitnessRx.
2. All rates are subject to change without notice.
3. Materials are to be supplied by due date indicated unless otherwise agreed upon.
4. All submitted materials must be in conformance with FitnessRx mechanical specifications.
5. Any additional work required to convert artwork to film, or modifications either necessary or requested by advertiser will be billed to advertiser at cost plus applicable service charges.
6. FitnessRx will not accept ads for tobacco, beer, wine and alcoholic beverages.
7. Cancellations are not accepted and copy corrections are not guaranteed after closing date. Requested positions are not guaranteed without a 10% premium cost.
8. Commission to recognized agencies: 15%
9. Advertisers and advertising agencies are jointly responsible for payment of all insertions, and shall jointly assume responsibility for any claims arising from their ads that are made against the publisher. Advertisers should be prepared to handle all customer complaints related to their ads satisfactorily.
10. Pre-payment required on all contracts pending credit approval.
11. Payment terms are net 30 days with a 1.5% monthly service charge on past due accounts.
12. Advertisements must adhere to all FTC advertising guidelines and regulations. This includes supplement products and product labels.
13. Supplement products that have been randomly tested by an independent laboratory must contain 90 percent or more of labeled contents and values. Expiration dates and lot numbers of supplements must be clearly noted.
14. No comparison or advertorial ads accepted.

Advertising Contract & Copy Regulations

1. All contracts, advertisements and insertion orders (collectively "insertion orders") accepted by FitnessRx Magazine ("Magazine") are subject to the terms and conditions of this advertising contract and the current advertising rates as published by the Magazine. There are no other terms and conditions.
2. All insertion orders are deemed accepted by the Magazine as of the closing date of the Magazine issue for which the insertion order is placed. After the closing date of an issue, no advertiser or its representative or agent (collectively the "advertiser") may cancel any insertion order.
3. The Magazine has the absolute right in its sole discretion to reject any insertion order at any time and such rejection shall not be deemed to be a breach of contract or constitute any type of claim by the advertiser against the Magazine.
4. The Magazine has the absolute right to require that any advertisement in the Magazine be designated as an advertisement when published. Location or positioning of any advertisements shall be in the absolute discretion of the Magazine.
5. The term hereof shall not exceed one year from the date of the first insertion ("contract term"). If the advertiser is in default of any payment or in breach hereof the Magazine shall have the right, upon not less than ten (10) days notice to advertiser, to collect

- payment of the entire amount of the contract price which shall become immediately due and payable together with reasonable attorneys fees and expenses incurred in collecting any sums owing to the Magazine.
6. If the advertiser has not earned billed rate at the end of the contract term, the short term rate will be applicable. Only if advertiser has made the required number of added insertions to earn a lower rate will such advertiser be entitled to rebates at the end of the contract term.
7. Advertiser (and its agency or representative) shall be jointly and severally liable for all monies and charges due to the Magazine for all insertion orders.
8. Advertiser (and its agency or representative) each represent and warrant to the Magazine that (a) they have authorization to publish the content and subject matter of each advertisement appearing in Magazine; and (b) they are authorized and licensed to use any copyrighted or trademarked material, all pictures and testimonials, within any advertisement submitted by the advertiser and published in the Magazine.
9. Advertiser (and its agency or representative) each jointly and severally indemnify the Magazine from and against any and all claims, actions, demands, liability, loss or expense, including reasonable attorneys fees, arising from any demand, claim, action or litigation based on the content and/or subject matter of any advertisement in the Magazine or arising from the printing, publishing or copying of any advertisement submitted by the advertiser.
10. The Magazine has the right in its sole discretion to destroy all advertising materials of any kind after one year from the date submitted. The Magazine, unless notified to the contrary, will return materials requested by advertiser in writing at the sole expense and risk of the advertiser, including packaging and mailing, such expenses to be paid in advance of any return.
11. The Magazine shall not be responsible or liable for the following:
 - (a) reproduction quality of advertisement print materials that fail to meet the mechanical requirements of the Recommended Specifications for Web Offset Publication (SWOP).
 - (b) any change in any advertisement requested after the applicable closing date.
 - (c) errors in key numbers, free information numbers, pubset type and advertiser index.
12. Prior to the publication of any advertisement, advertiser shall obtain all authorizations including releases necessary for the right to publish the advertisement and the advertiser indemnifies the Magazine with respect thereto.
13. The Magazine may in its sole discretion cancel any advertisement and may either publish the advertisement in the following issue or return any amount previously paid by advertiser to the Magazine with respect to the cancelled advertisement with no other obligation or liability of any nature due to advertiser by the Magazine.
14. Without any notice, the Magazine may in its sole discretion affect advertising rate/changes. When a rate change becomes effective, insertion orders may be cancelled by the advertiser without a short rate penalty charge, provided that the advertising space use to the date of cancellation has been paid for in accordance with the applicable rate.
15. The Magazine shall have no liability or responsibility to advertiser, for not publishing and/or circulating any part or all of an issue of the Magazine or otherwise completing an insertion order if the failure to do so is a result of any event beyond the Magazine's control, except to either publish the advertisement in a later issue or refund any amount, previously paid in respect of such advertisement.

FOR MEN!

FITNESSRx

YOUR ULTIMATE PRESCRIPTION FOR THE PERFECT BODY

FitnessRxforMen.com

BANNER ADVERTISING

FITNESSRXFORMEN.COM is the ultimate men's print publication on the web for today's active man seeking physical perfection, performance enhancement, and success. Our site delivers a scientific approach to fitness, muscle-building, fat loss, training, sex, nutrition, supplementation and the hottest industry news.

FITNESSRXFORMEN.COM is where science meets reality, enabling every man to look good, feel good, and surpass his expectations of a healthy and fulfilling lifestyle. More than just fitness, the website also brings you the best news in sports, entertainment & lifestyle!

**CONTEMPLATING YOUR INTERNET INITIATIVES FOR 2014?
 A BANNER CAMPAIGN WITH **FITNESSRXFORMEN.COM** CAN FILL YOUR NEEDS.
 CAMPAIGN FLEXIBILITY, PURCHASE AS MUCH OR AS LITTLE AS YOU WISH, MULTIPLE SIZES TO
 CHOOSE FROM AND THE DEMOGRAPHIC YOU ARE LOOKING FOR. INVENTORY IS LIMITED,
 BOOK YOUR CAMPAIGN TODAY.**

Banners: CPM (cost per thousand) pricing based on Ad views. Pricing is dependent on banner size and available inventory. Campaign flexibility — purchase can be spread over a number of months at a time. All pricing is net to publisher.

Roadblocks, Rollovers, Backgrounds, Premium placements, Sponsorships and Custom Campaigns available.
If you can think it, odds are we can do it.

For more information or to start your campaign contact:

ANGELA THERESA FRIZALONE, Advertising Director
 theadlady@advancedresearchmedia.com
 Tel: 239-495-6899 * Fax: 239-495-3321

TODD HUGHES
 Director, Digital and New Business Development
 mediasales@advancedresearchmedia.com
 416.346.3456

BANNER PRICING: W X H IN PIXELS

250 x 200	Box	\$5 CPM
468 x 60	Rectangle	\$6 CPM
480 x 120	Rectangle	\$7 CPM
250 x 575	Tower	\$8 CPM
728 x 90	Leader Board	\$9 CPM
980 x 180	Rectangle	\$10 CPM



Advanced Research Media, Inc.

Muscular Development * Fitness RX for Women * Fitness RX for Men
21 Bennetts Rd. Suite 101 East Setauket, NY 11733, Ph: (631) 751-9696, F: (631) 751-9699

APPLICATION FOR CREDIT

PLEASE COMPLETE AND FAX TO: Denise Gehring at (631) 751-9699

BUSINESS NAME Formal or Legal _____

OTHER BUSINESS OR TRADE NAME(S) USED: _____

BUSINESS ADDRESS : _____

(Street)

(City)

(State)

(Zip)

TELEPHONE: _____ FAX: _____

DATE FIRM ESTABLISHED: _____ BRIEF DESCRIPTION OF INDUSTRY: _____

ANNUAL SALES: \$ _____ NUMBER OF FULL TIME EMPLOYEES: _____ PUBLIC COMPANY: () YES () NO

APPLICANT IS A (circle one): () Advertising Agency () House Agency () Buying Service () Advertiser

If Advertising Agency or Buying Service, list three current clients:

ESTIMATED MONTHLY ADVERTISING EXPENDITURE: \$ _____

CHECK TYPE OF BUSINESS ENTITY:

FEDERAL I.D. NUMBER: _____

___ PROPRIETORSHIP (Give legal Name of Proprietor, Resident Address, Resident Telephone#, Social Security #)

___ PARTNERSHIP (Give the Full Name(s), Address (es), and Social Security #'s of all General and Non-Limited Partners)

___ CORPORATION (Give names, addresses, and telephone numbers of officers)

___ LIMITED LIABILITY COMPANY (List members and telephone numbers of management committee or sole manager if no committee)

NAME & TITLE	RESIDENCE STREET	CITY	STATE	TELEPHONE	SSN
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1. _____

2. _____

3. _____

4. _____

BANK REFERENCE

PRIMARY BANK NAME: _____ CONTACT: _____

STREET ADDRESS: _____ CITY: _____ STATE: _____ TELEPHONE: _____

CHECKING ACCT. # _____ SAVINGS ACCT. # _____ LOAN ACCT _____

CHECKING ACCT. # _____ SAVINGS ACCT. # _____ LOAN ACCT. _____

CREDIT REFERENCES (PREFERABLY MEDIA)

NAME	CITY	STATE	TELEPHONE NO.	FAX NUMBER
------	------	-------	---------------	------------

1. _____

2. _____

3. _____

4. _____

5. _____

TERMS AND CONDITIONS OF CREDIT SALES

IN CONSIDERATION of the providing of advertising services by Advanced Research Media, Inc. (the "Media Provider") now and/or the future, the undersigned Applicant (the "Applicant") agrees and shall be governed by the terms and conditions set forth in this agreement ("Agreement") as follows: Applicant acknowledges that services from Media Provider may be purchased by Applicant: (i) on its own behalf; (ii) on the behalf of an advertiser, if Applicant is an agency or other service entity. For purposes hereof, the advertiser, advertising agency, or other service entity on behalf of which or through which Media Provider provides services shall be known as "Third Parties." Whether sums are due under contract or open account, it is understood that all invoices are due upon thirty days and are considered delinquent if not paid within sixty (60) days from the date of invoice. Should timely payments not be made as stated, Applicant agrees to pay all collection agency fees and expenses, and other costs of collection, including reasonable attorney fees and court costs which may be incurred by Media Provider in pursuing and collecting payment. The liability of Applicant shall be joint and several with Third Parties. Any dispute by Applicant with advertising placed with Media Provider or the amount charged for the same shall be reported to Media Provider in writing within thirty (30) days from the date of invoice relating to the same, time being of the essence (but any such dispute shall not affect Applicant's obligation to make payment within thirty day terms as set forth above). Failure to report any such dispute within such time shall constitute a waiver of any claim by Applicant with respect to such dispute. The terms and conditions set forth in this Agreement shall govern and control all future services which may be provided by Media Provider from time to time for the Applicant. The party executing this Agreement on behalf of Applicant acknowledges that it has the authority to do so and that by its execution it has caused Applicant and Third Parties to be jointly and severally bound by the terms hereof. Applicant represents that Third Parties have knowledge of the terms set forth in this Agreement and agree to be bound thereby.

If credit is approved, Media Provider reserves the right to cancel credit at any time with or without notice for any reason or no reason at all. Notwithstanding the fact that bills are rendered to Applicant, Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider within the time specified and until payment in full is received by Media Provider. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment to Media Provider. Applicant understands that should Applicant place advertising through an advertising agency (or other Third Parties) that Applicant will continue to be responsible to Media Provider for payment of such advertising services rendered by Media Provider. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth in this Agreement.

This Agreement and the performance hereunder shall be governed by the laws of the State of New York (without giving effect to the principles of conflict of laws of such state). Applicant agrees that the sole and exclusive jurisdiction and venue for any litigation arising from or relating to this Agreement or the subject matter hereof shall be the appropriate federal or state court in the State of New York located in Suffolk County. If Applicant is an advertiser, all agencies which place advertising insertion orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant; without limiting the generality of the foregoing, the following agencies are exMedially included among the group of agencies which are authorized to place advertising insertion orders on behalf of and as authorized agent for Applicant: _____

Applicant certifies that all statements and information included in this application are true, correct, and complete and are made for the purpose of obtaining credit and that all officers, owners, and employees of Applicant are authorized to purchase advertising. Media Provider is hereby authorized to verify any and all statements through any source available to them.

COMPANY: _____

AUTHORIZED SIGNATURE: _____

PRINT NAME: _____