

TERMS & CONDITIONS

ISSUANCE: The Trucker's Friend is published annually by TR Publications, Inc. ("Publisher")

CLOSING DATE: September 1, 2011

COMMISSIONS AND TERMS: With approved credit, advertisements are billed upon publication. A 1.5% per month service charge is added to unpaid accounts after 30 days. All rates are NET to Publisher. Publisher reserves the right to hold Advertiser and its agency jointly and severally liable for such monies as are due Publisher plus reasonable costs of collection including attorneys' fees and court costs.

INDEMNITY: Advertiser and its agency, jointly and severally, agree to defend and save harmless Publisher against any and all loss, expense, cost of defense including attorneys' fees and court costs, or other liability resulting from or related to any and all claims or suits that may arise out of publication and distribution of Advertiser's advertisement.

OMISSIONS AND ERRORS: Publisher reserves the right to omit all or part of any advertisement and Advertiser and its agency agree to not hold Publisher liable for such omissions. Publisher's liability for errors will not exceed amounts paid by Advertiser to Publisher for advertising space.

CHOICE OF LAW AND VENUE: All advertisements are subject to acceptance by Publisher. This contract is therefore deemed to have been entered into in Clearwater, Pinellas County, Florida. The parties agree that this contract is governed by the laws of the State of Florida and that any legal proceedings brought by either party may only be brought and maintained in the state and federal courts in or for Pinellas County, Florida. Each of the parties hereby waives the right to a trial by jury in the event of such litigation. The parties agree that the Terms & Conditions for this contract will prevail in case of any inconsistency or conflict with Advertiser's purchase order.

ADVERTISER AND ITS AGENCY AGREE THAT PUBLISHER HAS NO LIABILITY FOR INCIDENTAL LOSSES DUE TO OMISSIONS OR ERRORS IN PUBLICATION OF ADVERTISEMENT

CONTRACT & INSERTION ORDER

INSERTION ORDER FOR (please check the appropriate box):

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Full Page (\$11,395) | <input type="checkbox"/> Half Page (\$5,998) | <input type="checkbox"/> Third Page (\$3,998) | <input type="checkbox"/> Sixth Page (\$1,998) |
| <input type="checkbox"/> Inside Front Cover (\$13,398) | <input type="checkbox"/> Inside Back Cover (\$13,398) | <input type="checkbox"/> Outside Back Cover (\$14,245) | |
| <input type="checkbox"/> 2-Page Spread (\$19,998) | | | |

Net Amount Due Publisher: \$ _____

"Advertiser" (Company Name): _____

Bill To:

Purchase Order #: _____

Advertiser/Agency: _____

Buyer's Name: _____

Attention: _____

Signature: _____

Mailing Address: _____

Title: _____

City/State/Zip: _____

Telephone: _____

Telephone: _____

Date: _____

Special Instructions: _____