

EXHIBIT B | MEDIA KIT

pointe! magazine

WELCOME TO POINTE!

- Bringing together the best of what women want and need - body, soul and spirit.
- Presenting new, fun and insightful ways to do daily life, connect with other women, and serve the community.

SPECIFICATIONS

pointe! will gladly accept any camera-ready ad as a digital file to be placed into our magazine. All colors must be converted to CMYK. Finished files should be made at 300 DPI resolution with all fonts and images embedded in the file. All photos should be 300 DPI at 100%. All line art / vector art should be provided at 600-1200 DPI.

All artwork must be submitted as a .TIF, .PDF or .JPG at 300 DPI. We cannot accept the following formats: PAGEMAKER, QUARK XPRESS, PUBLISHER or WORD files.

PRODUCTION

Please submit files for your ad to pointemag@lifecc.com

RATES

SIZE	OPEN	3X	4X
Inside Front	\$600	\$570	\$540
Inside Back	\$600	\$570	\$540
Back Cover	\$600	\$570	\$540
Full Page	\$500	\$475	\$450
Half Page	\$400	\$380	\$360
Quarter Page	\$250	\$237	\$225

- All ads on a 4x agreement include a 10% discount.
- All ads are included in the **pointe! magazine** online quarterly.
- All ad spots are sold on a first come, first serve basis.

AD SUBMISSION DEADLINES

Fall/Holiday 2010 - August 16, 2010

Winter 2011 - October 15, 2010 Spring 2011 - February 1, 2011

pointe! magazine | life community church | p.o. box 3489
wilmington, nc 28403 | 252.321.2486 | www.pointemag.org

DISTRIBUTION

- 1000 copies
- Exposure to Life Community Church
- Look for our free magazine at locations near you in Wilmington
- pointe! magazine online



SIZES

2 Page Bleed	18.25" x 11.25"
2 Page Floating	17.50" x 10.50"
Full Page Bleed	9.25" x 11.25"
Full Page Floating	8.50" x 10.50"
Half Page	8.50" x 5.125"
Quarter Page	4.125" x 5.125"



life

COMMUNITY CHURCH

WILMINGTON, NC
WWW.LIFECC.COM

ADVERTISING AGREEMENT



COMPANY NAME _____

CONTACT _____

TITLE _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

CELL _____

EMAIL _____

WEBSITE _____

TERMS AND CONDITIONS

Signed contract and advertising payment is required at time of this agreement. Advertiser acknowledges receipt of goods and/or services in the amount of the total shown herein and agrees to perform the obligations set forth by the Advertiser Contract Agreement with **pointe! magazine**. This agreement and all attachments are the complete and exclusive agreement between the two parties and will prevail over any previous verbal or written agreement.

Ad Design, Materials and Proofs – Any ads that contain problems such as (but not limited to) grainy image quality, image pixelation, low resolution, wrong file format, wrong size, incorrect information, misleading information or typographical errors are the sole responsibility of the Advertiser and is not the responsibility of **pointe! magazine**, Life Community Church, or its volunteers, employees, affiliates or partner organizations.

pointe! magazine reserves the right to repeat the last standing ad or charge for space reserved if acceptable copy is not received by deadline.

Advertiser's Liability – Advertisements are accepted only under the condition that the Advertiser assumes liability and responsibility for any legal claims resulting from advertisement being printed or not printed. Payment for an advertisement is admission by the client that all materials used (claims, logos, photos, etc.) have been obtained legally, with permission of respective parties to publish in **pointe! magazine**. **pointe! magazine** reserves the right to refuse any advertisement without explanation.

Publisher's Liability – Should **pointe! magazine** be unable or fail to perform its duties under this contract, the Advertiser and/or Advertising Agent agrees that the liability to **pointe! magazine** is limited to the dollar amount of the particular ad or ads involved in that particular edition only. Failure to perform includes (but not limited to) errors of omissions, failure to insert, publish or distribute.

Cancellation Clause – This contract is non-cancellable after 10 days of signing. All contract provisions will remain in force after the 10 days grace period. **pointe! magazine** reserves its right to approve any cancellation after the grace period and must be done in writing (no verbal cancellations). No cancellation shall be approved if client is carrying open or overdue balances and will depend on payment history at **pointe! magazine** discretion.

Advertiser agrees to pay all costs of collection should legal action become necessary. **pointe! magazine** reserves the sole right to stop placement of any ad should payment not be received in full prior to publication.

Discontinuation of Business – A change in name, address or telephone number after execution of the contract shall not void this contract. In the event client ceases business operations for any reason, all open balances and entire remaining balance of this contract will become immediately due and payable in full.

ADVERTISING SPECIFICATIONS

EDITIONS _____

AD SIZE _____

PLACEMENT _____

PAYMENT

Contract Total: _____ Terms: _____

Check Enclosed Visa MasterCard

Mail check to:

Life Community Church, PO Box 3489, Wilmington, NC 28403

Credit Card Number _____

Name on the card _____

Billing Address _____

Expiration Date _____

CVV code _____

Authorization signature: I authorize **pointe! magazine** to charge my Credit Card as indicated above:

Signer's Name _____

SIGNATURE

Signature below constitutes Advertiser/Publisher agreement to the terms, conditions and regulations specified herein.

Signature _____

Name (printed) _____

Title _____

Date _____