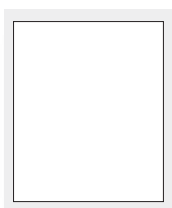


Dimensions and Rates

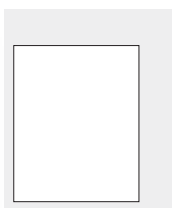
Standard Dimensions

Advertising in *CityBeat* conforms to standard page fractions. This sizing system allows attractive page layouts and helps you communicate your message effectively and efficiently.

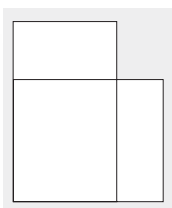
Page Fraction	Width horizontal	Depth	Width vertical	Depth
Full			10"	11.75"
Junior			8.292"	10"
2/3	10"	7.75"	6.583"	11.75"
1/2	10"	5.75"	4.875"	11.75"
1/3	10"	3.75"	3.167"	11.75"
1/4			4.875"	5.75"
1/6	4.875"	3.75"	3.167"	5.75"
1/8	4.875"	2.75"		
1/12	3.167"	2.75"		
1/15	3.167"	2.15"	1.458"	4.5"
1/30			1.458"	2.15"



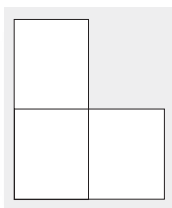
Full



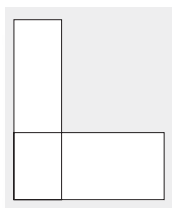
Junior



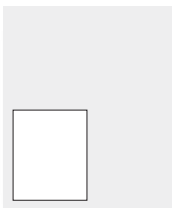
2/3 h & v



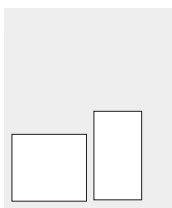
1/2 h & v



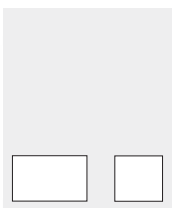
1/3 h & v



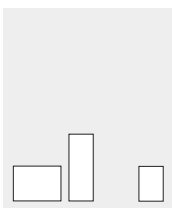
1/4



1/6 h & v



1/8 1/12



1/15 h & v 1/30

Frequency Rates

These rates are designed for advertisers who want to realize the value in customer response and cost savings of running consecutive ads. The best prices are reserved for every week advertisers.

Page Fraction	1x	4x	8x	13x	26x	52x
Full	\$2327	\$2075	\$1851	\$1627	\$1474	\$1334
Junior	\$2067	\$1860	\$1626	\$1433	\$1309	\$1189
2/3	\$1682	\$1514	\$1325	\$1168	\$1067	\$968
1/2	\$1279	\$1145	\$1006	\$880	\$791	\$716
1/3	\$924	\$829	\$725	\$634	\$571	\$518
1/4	\$691	\$616	\$541	\$473	\$424	\$386
1/6	\$498	\$444	\$389	\$341	\$307	\$279
1/8	\$388	\$348	\$307	\$266	\$240	\$218
1/12	\$304	\$269	\$236	\$207	\$187	\$168
1/15	\$239	\$213	\$187	\$165	\$148	\$133
1/30	\$158	\$139	\$124	\$108	\$98	\$87

Other Discounted Rates

8 Insertions Over 16 Weeks Receives 4x Rate.
 13 Insertions Over 52 Weeks Receives 4x Rate.
 13 Insertions Over 26 Weeks Receives 8x Rate.
 26 Insertions Over 52 Weeks Receives 13x Rate.
 Non-profit organizations receive an additional 20% discount.

Deadlines

5pm Thursday • 6 Days Prior - ads for which customer wishes to see an advance proof *Note: Proofs are for information checking only, not for making design changes. Up to two proofs of an ad are provided at no charge. Additional proofs will be billed at \$35.00 each.*

Noon Friday • 5 Days Prior - deadline for ad space reservation

5pm Friday • 5 Days Prior - deadline for ad copy and artwork
Note: Space cancellations are not accepted after this deadline.

Noon Monday • 2 Days Prior - final deadline for camera-ready ads and all ad corrections

Note: During most holiday weeks, deadlines will advance 1 day.



CityBeat
WWW.CITYBEAT.COM CINCINNATI'S WEEKLY ISSUES, ARTS AND EVENTS • FREE

**COMMISSIONABLE
 ADVERTISING RATE CARD NO. 9**

Effective February 26, 2003



811 Race Street | Fifth Floor | Cincinnati, Ohio 45202
 PH: 513 665 4700 FAX: 513 665 4368
 EMAIL: letters@citybeat.com
 WEB: www.citybeat.com

C I N C I N N A T I C I T Y B E A T

is written primarily for 18-49 year olds — however, forward-thinking adults of all ages turn to our pages because *CityBeat* appeals as much to a mindset as it does to an age group.

Extensive weekly coverage of film, live and recorded music, theater and dance, art and literature, and listings of events and organizations provide readers with an informational frame of reference for their active lives.

Our main news features span the local social spectrum into politics, race, gender, human rights and quality of life issues. *CityBeat* taps into the challenges facing local leaders and chronicles the events shaping Greater Cincinnati.

Our mission is to explore, explain and discuss issues involving the community in a way that encourages readers to actively participate as better citizens.

Defining Our Market

Since many *CityBeat* readers are going through their most highly active and acquisitive stage of life, they are attracted by the advertising.

CityBeat readers are well above market average in purchasing almost all goods and services like CDs, car stereos and cellular phones and are exceedingly above average in lifestyle activities such as concert, theater and movie attendance, skiing, mountain biking, health club membership, etc. They are also expanding the quality of their lives through continued education, health and fitness, travel and exploration of spiritual meanings.

When you place an ad in *CityBeat*, you can be assured you're targeting a premium audience of readers that is often difficult (and expensive) to reach through traditional media.

Circulation and Distribution

CityBeat is available free to readers every Wednesday via more than 1100 outlets in Greater Cincinnati including Northern Kentucky. Most of the copies are distributed in areas where our readers work and live: downtown, surrounding neighborhoods, in and around office complexes as well as premium visibility, high-traffic locations throughout the city (supermarkets, convenience stores, record stores, deli markets, college campuses, etc.). To achieve maximum usefulness for both readers and advertisers our controlled circulation system strives to keep demand higher than supply; this assures that copies get picked up quickly with most gone by the weekend. Check with your account executive for the most recent circulation figures, they've increased by 6% for 2003.

Ad Placement

To create convenience for our readers and advertisers, every attempt is made to place ads by nature of content. We try to place musical entertainment ads in the music section, movie ads in the film section, etc. Generally, retail ads are placed in the main news section, and special events generally go in the listings area.

Requests for position can be made but are never guaranteed. No adjustments will be given if and when a position request is not fulfilled. Select placement pages are available for a premium charge; contact your account executive for details.

Payment Terms

While we would love to have a liberal credit policy, the sale of advertising is our only source of revenue. We want to keep our ad rates as affordable as possible, so we require payment in advance of publication. There are exceptions; but credit will be extended judiciously and only after a fully completed and signed credit application is received and approved by *CityBeat*. Invoices are due and payable upon receipt. Advertisers with past due balances may lose their credit privileges.

Advertising Design

Ad design and layout is considered to be an integral element of the paper's look. Ads get better results when they catch the readers' attention, and we've established design criteria with that goal in mind. We provide typesetting, scans and professional layout assistance as part of our service. Ads requiring extensive production work are subject to additional charges. Your account executive will help you assess your production needs. *Note:* Subject matter, form, size, quality, illustrations, photography and typesetting are subject to approval by the publishers.

Color and Inserts

A limited number of spot colors are available for an additional \$200. Four color process ads are an additional \$550. Custom spot color rates quoted on request. We also accept preprinted inserts. Consult your account executive for rates and details.



Conditions

Advertisers/agencies are liable for all content (including text, representation and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against *CityBeat*, its officers or employees. The publisher reserves the right to revise, reject or omit without notice any advertisement at any time. Publisher accepts no liability for its failure, for any cause, to insert an advertisement. If a mistake in advertising occurs (including but not limited to omission, copy error or size error) and is the fault of the publisher, advertiser remedies will be limited to whichever of the following is appropriate: insertion of a "make-good" advertisement in next available issue or cancellation of charges for the portion of the advertisement rendered valueless by the error. No allowance, however, will be granted for an error that does not materially affect the value of an advertisement. To qualify for an adjustment, any error must be reported within 1 week of publication date. Credit for errors is limited to the first insertion. Publisher shall not assume further financial responsibility for errors, and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate their return. The publisher reserves the right to revise advertising rates at any time. Announcements of an increase shall be made 4 weeks in advance to contract advertisers. No verbal agreement altering the rates and/or the terms of the rate card shall be recognized.

Mechanical Information

CityBeat is a 6-column tabloid format publication printed on newsprint. Ads may be submitted on disk, e-mailed to us or sent to our FTP site. For a spec sheet detailing REQUIREMENTS, please contact your ad representative or download from www.citybeat.com.

The use of overprints, reverses and extremely fine type is discouraged; the results of their use cannot be guaranteed. Ads smaller than a full page MUST be bordered to their exact dimensions with a minimum hairline rule top and bottom to full width.