

"It's My Community", is the advertising vehicle your business has been waiting for!

With 5 local communities available, "It's My Community" provides the ideal opportunity for your business to get in front of a crucial demographic. Each community guide provides their respective residents with useful information on classes, programs and upcoming community events. Placing an ad within these publications increases your exposure, and shows support for the community.

Why Advertise?

- On average 2-3 month shelf life
- Targets your audience - increase effectiveness
- Your results are trackable
- Consistently used by families throughout the year
- Coupon usage up 80% over last year
- The only 'community wide' advertising channel
- Publication available at additional distribution centers
- Increase your exposure, and generate business within the community
- The MOST cost effective way to reach all residents within a community - Less Expensive than Direct Mail!
- On average 2.5 readers per issue
- Excellent channel to reach families, youth and seniors
- Your ad listed on the 'It's My Community' website
- All publications are available online



Discover Canton

Publication Details:

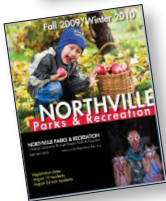
- Published 3 times a year by Canton Township (April, September, December)
- Circulation: Direct Mailed to 38,000 Canton Households



Livonia L-Magazine

Publication Details:

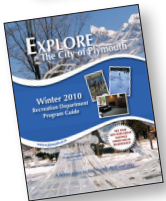
- Published 4 times a year by the city of Livonia (May, August, November, March)
- Circulation: Direct Mailed to 38,600 Livonia Households



Northville

Publication Details:

- Published 2 times a year by Northville Parks & Recreation (March, September)
- Circulation: Direct Mailed to 21,000 Northville Households



Explore Plymouth

Publication Details:

- Published 4 times a year by Plymouth Parks and Recreation Department (September, December, March, June)
- Circulation: Direct Mailed to 18,000 Plymouth Households



Discover Ypsilanti Township

Publication Details:

- Published 2 times a year by Ypsilanti Township (April, September)
- Circulation: Direct Mailed to 32,000 Ypsilanti Households



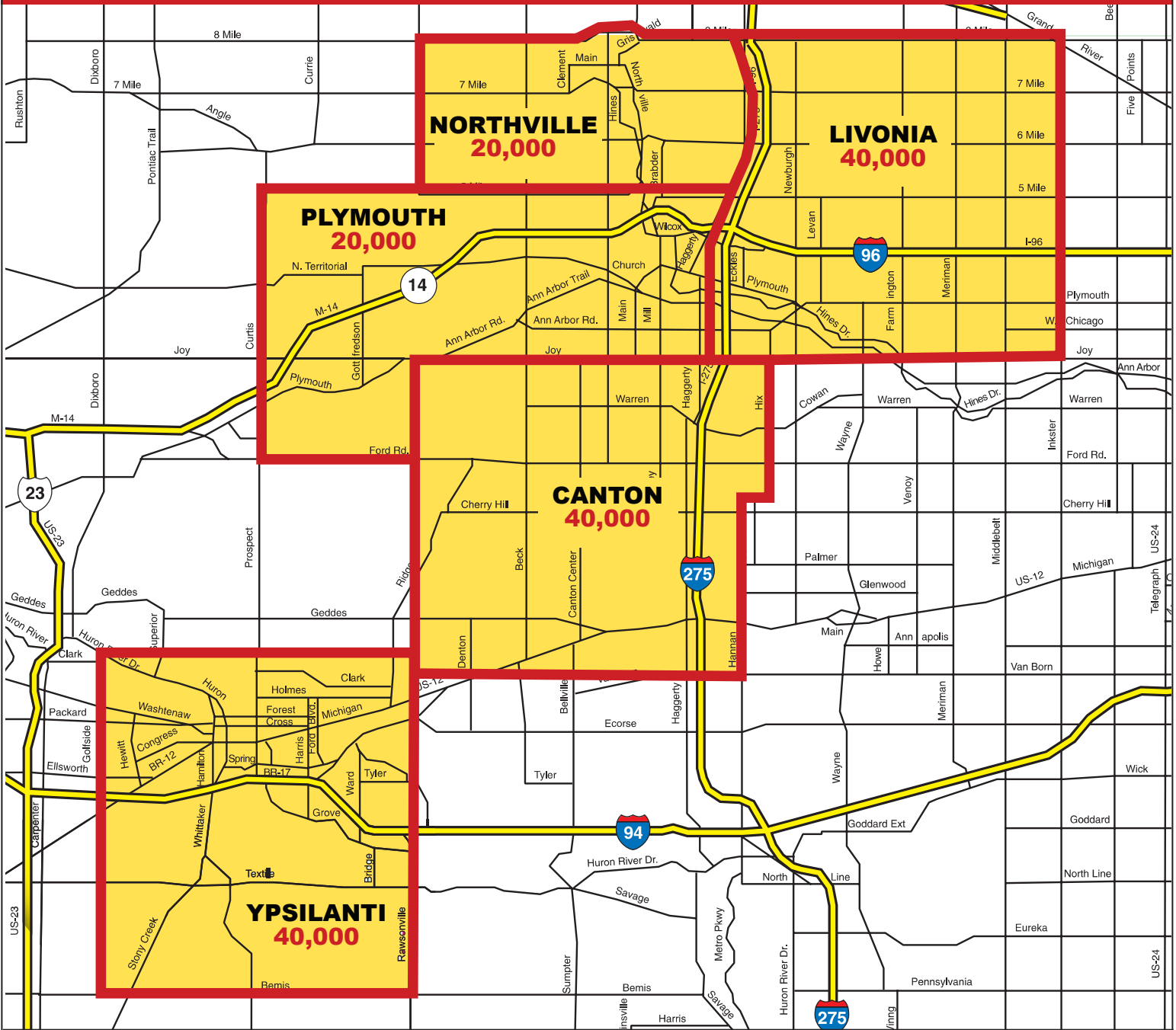
Canton Public Library Connections

Call (248) 912-1285 for advertising information and pricing in Canton Public Library Connections.

2010 Community Publication Coverage Area

1

Select Communities from Coverage Area • Review Coverage • Review Mail Dates



Publication	Coverage	Mailings (per year)	Publication Dates
Canton	40,000	3	April, September, December
Livonia	40,000	4	May, August, November, March
Northville	20,000	2	June, December
Plymouth	20,000	4	September, December, March, June
Ypsilanti Township	40,000	2	April, September

All Prices are Per 10,000 Homes

Restaurants & Non-Profits receive an additional 10% off total cost.



Interior Pages Ad Pricing

Quarter Page Ad (ad size 3 1/4" W x 4 5/8" L)

20	40-80	100-160	180-300	320-500+
195	120	105	90	80

Half Page Ad (ad size 6 3/4" W x 4 5/8" L)

20	40-80	100-160	180-300	320-500+
295	195	150	125	110

Full Page Ad (ad size 6 3/4" W x 9 1/2" L)

20	40-80	100-160	180-300	320-500+
495	340	300	260	230

Cover Pages Ad Pricing

Inside Half Page (ad size 6 3/4" W x 4 5/8" L)

20	40-80	100-160	180-300	320-500+
495	340	300	275	250

Inside Front or Back Full Page (ad size 6 3/4" W x 9 1/2" L)

20	40-80	100-160	180-300	320-500+
600	500	450	425	390

Outside Cover Full Page (ad size 6 3/4" W x 9 1/2" L)

20	40-80	100-160	180-300	320-500+
900	625	525	474	410



Please ask your Sales Rep for Publication Deadlines

- I will provide camera ready artwork*** (PDF preferred)

Ad sizes: 1/4 Page (3 1/4" W x 4 5/8" L), 1/2 Page (6 3/4" W x 4 5/8" L), Full Page (6 3/4" W x 9 1/2" L)
Colors: CMYK only, **Images:** 300dpi and up

- Please design my Ad**

Rates: (1/4 Pg: \$150.00) (1/2 Pg: \$225.00) (Full Pg: \$295.00)

Get Us Started:

- Send us your logo (EPS or PDF preferred)
- Basic Content (i.e. copy and discount or offer)
- Images (300dpi and up)

- \$75.00* Revisions to existing advertisements on file.**

**Based on design and files provided, additional charges may apply.*

- Repeat Artwork, No Changes**

Notes:

***Client Supplied Artwork:** All advertising should be provided in a digital format.

- Required format for black and white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch) Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Files containing composite or master fonts will not be accepted.
- Files containing RGB or LAB images will not be accepted.
- Files containing Open Prepress Interface (OPI) comments will not be accepted.
- Files created in Microsoft Publisher will not be accepted.
- Advertiser agrees to waive the right to have a proof submitted and to assume responsibility for all errors on printed ad
- For further instructions on how to prepare your digital advertisement please contact AMS.

Business Name: _____ Contact: _____ Restaurant: Y / N Non-Profit: Y / N
 Business Address: _____ City/State: _____ Zip Code: _____
 Billing Address: _____ City/State: _____ Zip Code: _____
 Phone: _____ Fax: _____ Email: _____

Please Place Check Mark Under "Purchase" for each desired Ad Placement

Publication	Mail Week (2nd week)*	Print Quantity	Purchase	Ad Size/Location	Art Charges	Total Price Per Mailing
Discover Canton		40,000				
Spring	April					
Fall	September					
Winter	December					
Explore Plymouth		20,000				
Fall	September					
Winter	December					
Spring	March					
Summer	June					
Livonia L-Magazine		40,000				
Summer	May					
Fall	August					
Winter	November					
Spring	March					
Discover Ypsilanti		40,000				
Summer	April					
Winter	September					
Northville		20,000				
Summer	June					
Winter	December					

Total Cost		\$
Payments		# _____ payments of \$

** Publication "In-Home" dates subject to change. Please ask your Sales Rep for publication deadlines.*

I acknowledge upon signing this agreement that I have carefully read the terms and conditions on both sides and acknowledge my receipt of a copy of this agreement. I am authorized to make this purchase on behalf of the company listed above.

Advertisers Signature: _____ Date: _____ Sales Rep: _____

Credit Card payments will be processed 2 weeks prior to Mail Week. Check payments will be processed 3 weeks prior to Mail Week.

Payment Information: Check # _____ MasterCard/VISA/American Express Cash
 Name on Card: _____
 Account # _____ Exp Date: _____ SEC Code: _____ Sales Rep: _____

TERMS & CONDITIONS

This Agreement is by and between Advantage Marketing Solutions, L.L.C. (herein after referred to as "AMS") and the advertiser listed in the Client Name Section of the front side of this form (herein after referred to as "Advertiser"). UNLESS OTHERWISE AGREED TO IN WRITING, THE FOLLOWING TERMS AND CONDITIONS SHALL APPLY TO THE PRINT ORDER AGREEMENT AS STATED ON THE REVERSE SIDE OF THIS DOCUMENT.

Copy Approval: All advertising copy shall be approved by the Advertiser through the execution of a written copy release of proof approved, by email approval or orally if circumstances do not permit a written release prior to insertion and delivery. If AMS does not receive notice of corrections, AMS shall assume that the final proof copy is correct and the ad will be published as it appears on the final proof. Publication after the opportunity for copy corrections is at the Advertiser's risk as long as copy is printed as approved or corrected by Advertiser. Advertiser will be charged for copy, layout or art charges to the final proof except those resulting from the errors of AMS. Advertiser agrees to fulfill the completed Agreement, unless agreed upon by all parties, or be subject to the rate differential for actual mailings based on the current price schedule. Rates are subject to change without notice. Advertiser will be charged \$100.00 for cancellation of any Agreement after ad copy has been received, prior to the publication of the individual advertisement for each of the publication dates indicated on the reverse side of this document. AMS and the publication editor reserve the right to reject any advertisement.

Client Supplied Artwork: All advertising should be provided in a digital format.

- Required format for black and white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch) Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Files containing composite or master fonts will not be accepted.
- Files containing RGB or LAB images will not be accepted.
- Files containing Open Prepress Interface (OPI) comments will not be accepted.
- Files created in Microsoft Publisher will not be accepted.
- Advertiser agrees to waive the right to have a proof submitted and to assume responsibility for all errors on printed ad
- For further instructions on how to prepare your digital advertisement please contact AMS.

Payment Terms: All payments for advertising, as set forth on the front of this Agreement shall be paid in cash, credit card, cashier's check, certified check, or company check. In the event of a check, checks shall be received by AMS no later than 3 (three) weeks in advance of the publication date. Credit Cards will be billed 2 (two) weeks prior to publication date. Clients choosing to be billed via credit card, shall complete a credit card authorization form that AMS shall retain on file. AMS shall provide Advertiser a receipt at the time of credit card billing. Any NSF checks will result in the Advertiser being charged an additional \$50.00 and replacement will be by certified funds only.

Liability: The advertiser agrees that the AMS liability hereunder shall not exceed an amount equal to the total consideration actually paid hereunder by the Advertiser to AMS. AMS shall not be liable for any costs or damages for any reason it fails to publish an advertisement. AMS makes no warranties, expressed or implied, with respect to the service and product supplied hereby. Neither Party to this Agreement shall be considered in default in the performance of its obligations to the extent that the performance of any such obligation is prevented or delayed by any cause, which is beyond the reasonable control of such Party, including but not limited to strikes, insurrection, war, fire, lack of energy, acts of god, governmental acts or regulations.

Exclusivity: Advertiser acknowledges and agrees that similar and competitive advertisements may be included in the same publication by AMS.

Agreement Cancellation: Agreement is not to be altered or canceled unless written notice is given by advertiser at least 60 (sixty) days before publication date, and agreed to by both parties. In any reduction or cancellation of this agreement, Advertiser will be subject to a \$100 cancellation fee and be subject to the rate differential for actual publications based on the current price schedule.

Payments: All checks for deposit or payments shall be made to Advantage Marketing Solutions, L.L.C. Checks should be mailed to: Advantage Marketing Solutions, L.L.C., 39500 Orchard Hill Place, Suite 155, Novi, MI. Advertisers with approved credit term: Payments not received within 10 (ten) days from the due date are subject to a \$25 late fee and a service charge of 2% per month on the amount due, plus any additional costs related to collection. If advertiser is incorporated the person signing agrees that they have purchasing authority and will personally guarantee payment if they are not authorized to approve this purchase. Personal guarantee from the business owner(s) also applies as a collection method.

Costs of Collection: In the event that AMS places this Agreement in the hands of an attorney or collection agency for collection, Advertiser agrees to reimburse AMS for reasonable expenses and attorney's fees. In addition, Advertiser are subject to a \$25 late fee and a service charge of 2% per month on the amount due, plus any additional costs related to collection, from the date of default if allowed by law.

Errors/Credits: Advertiser agrees to notify AMS in writing within 30 days of any errors or for request for credits of any kind and for any reason.

Copyright Ownership: All advertising material or content that is furnished by or represents the creative effort of AMS is the property of AMS, including all rights of copyright therein. bSuch advertisements cannot be reproduced without the prior written consent of AMS. bvAll advertisements are accepted and published by AMS on the representation that the Advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. All copy, text and illustrations are subject to the approval of AMS prior to publication.