

ADVERTISER:

Company Name _____ Contact _____

Address _____ City _____

State _____ Zip/Postal Code _____ Country _____ Website _____

Email _____ Phone: _____ Fax: _____

Space Rate: _____

Materials Due: June 1, 2008

Space Closes: May 26, 2008

Payment Due: June 1, 2008

MECHANICAL INFORMATION:

AD SIZE

- Spread 1/6 Vertical
 Full Page 1/6 Horizontal
 1/2 Horizontal Insert
 Marketplace New Product Showcase (Ad Materials Due by May 26, 2008)
 Other _____

Interbike Production Contact _____

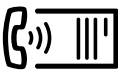
Account Executive _____

PICK-UP INSTRUCTIONS

Specify Issue _____ Page _____ New materials to arrive by ____/____/____ Ad Headline _____

Positioning Request/Special Instructions _____

BILLING INFORMATION:



FAX COMPLETED
CONTRACTS TO:
949/226-5629



MAIL CHECKS TO:
Interbike
P.O. Box 88940
Chicago, IL 60695-1940

OVERNIGHT CHECKS TO :
JP Morgan Chase c/o Interbike
Attention: P.O. Box 88940, 550 W. Van Buren, 14th Floor
Chicago, IL 60607

Gross Space Rate: _____

NET RATE: _____

Renewal Discount: _____

Positioning Premium Charge: _____

Billing Instructions:

Agency Pre-payment Required Advertiser

Special Charges: _____

If you wish to make payment by credit card, please complete and sign the following section: **Check one** MasterCard Visa (AMEX not accepted)

Credit Card Number _____ Expiration Date _____

Credit Card Billing Address _____

Authorized Signature _____

Name (as it appears on credit card) _____ Total Authorized _____

Please Sign & Fax to 949/226-5629

Materials Due June 1, 2008

By signing this, the advertiser agrees to abide by all Terms and Conditions published or issued by Nielsen Business Media on behalf of Interbike including, but not limited to, those on the reverse/page 2 of this contract. The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy directly or indirectly attacking other advertisers.

IMPORTANT NOTES: Files and proofs not meeting with Nielsen specifications will be charged additional production charges. **Materials submitted after the materials-due date are subject to late charges and Nielsen will not be responsible or accept liability for any errors that occur.** Camera-ready and pubset materials are acceptable two weeks before the materials-due date, and the advertiser will be charged production charges and proofing materials. If time allows and a proof is required for a customer to approve, overnight express charges may also be incurred by the customer. Space reservations that are cancelled after the space reservation deadline will be subject to a 50% cancellation fee.

Advertiser authorized signature _____

Date _____ Title _____

This insertion order acknowledges your recent verbal booking. Please sign and return as soon as possible. If you have any questions or problems, please call us immediately.

TERMS & CONDITIONS:

CREATION OF ADVERTISING MATERIALS

Graphic production of an advertisement is available. Contact your Nielsen Business Media Account Executive for costs and additional information.

COPY & CONTRACT CONDITIONS

Contract Year: Advertising must be inserted within one year of first insertion to earn the frequency discounts. Cancellation of any portion of a contract nullifies all rate protection for the remainder. Minimum ad size of 1/6 page required to hold contract rates.

Copy Acceptance: The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy directly or indirectly attacking other advertisers.

ADVERTISING RESPONSIBILITY

The purchaser of advertising space assumes all responsibility for the entire content of any advertisement printed for him or her and assumes responsibility for any claims for costs of litigating claims arising therefrom against themselves or the publisher.

GENERAL INFORMATION

Terms of sale are net 30 days from date of invoice. Overdue Accounts may be charged 1.5 percent per month (18 percent per year) finance charge. Costs and fees to collect past due balances will be the responsibility of the advertiser and agency. No allowance made for errors in key or reader response numbers. No cancellations allowed after closing date. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. Publisher will not be bound by conditions appearing on order blanks or copy instructions which conflict with provisions of this insertion order. Nielsen Business Media reserves the right to apply payments for any of its sports group exhibit space, advertising or sponsorships to the oldest debt from the same company. All advertisements ordered set and not used will be charged for composition. Costs incurred by the publisher for production work done on advertisements will be charged to the advertiser.

When change of copy is not received by the closing date, copy run in previous issue will be inserted. All verbal instructions regarding contracts or insertions must be confirmed in writing.

Advertiser agrees to indemnify, defend and hold harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph or any sketch, map, words, labels, trademarks or copyrighted matter, or libelous statements, in connection with advertising purchased according to the terms of this rate card.

DIGITAL FILE SPECIFICATIONS:

MECHANICAL REQUIREMENTS

Web offset. SWOP (Specifications Web Offset Publications) standards apply.

Trim size of Book: 8 3/8" x 10 7/8". Keep live matter at least 3/8" from all trim edges and gutter for full page and fractional bleed ads.

Line screen: 133. For density, the sum percentage of tone values is not to exceed 280%. Maximum screen tone value for any color is to be 85%.

DIGITAL FILE FORMATS

TIFF/IT and PDF files: Files should be set up portrait, right reading, 100% size. No rotations. Trim, bleed, and safety marks should be included in file. (No marks in live area).

TIFF/IT-P1: CT res should be 304.8 dpi (res 12), SWOP CMYK, with total area density 300%. LW res should be a minimum of 1600 dpi. All trapping should be included in file.

PDF: Vendor prepared Acrobat at least v.4.01, press optimized, 2400 dpi, composite.

CMYK: All fonts must be embedded; If EPS file, all fonts must be converted to outlines. All Graphics must be embedded.

NATIVE APPLICATIONS: Quark, Illustrator and Photoshop, Mac files preferred. Use Adobe Postscript fonts. Include all screen and printer fonts with document, including those embedded in accompanying images (such as logos). All linking art must be at least 300 dpi CMYK. No RGB or JPEG images.

Nielsen Business Media accepts no responsibility for errors occurred in processing native files or files submitted without appropriate proofs. Any file intervention required will result in charges to the advertiser.

NEW PRODUCT SHOWCASE SPECIFICATIONS

For Print and/or Online - Submit separate files: high-res logo (EPS, TIFF) at 1.5"x1.5" size, high-res product image (EPS, TIFF) at 2.5"x2.5" size, 50 words of text and company contact information.

PROOFING SPECIFICATIONS

All contract proofs should meet SWOP criteria. Proofs that are not SWOP will be used for content only, and a SWOP proof will be pulled at cost to the advertiser. Acceptable SWOP proofs include Digital Matchprints from Imation, Kodak Approval Proofs, Iris Pro SWOP proofs, Fuji PictroProof and Fuji FinalProof, DuPont Digital WaterProofs, and PolaProofs from Polaroid. Proofs must reflect alterations and must be representative of file supplied and output at 100%.

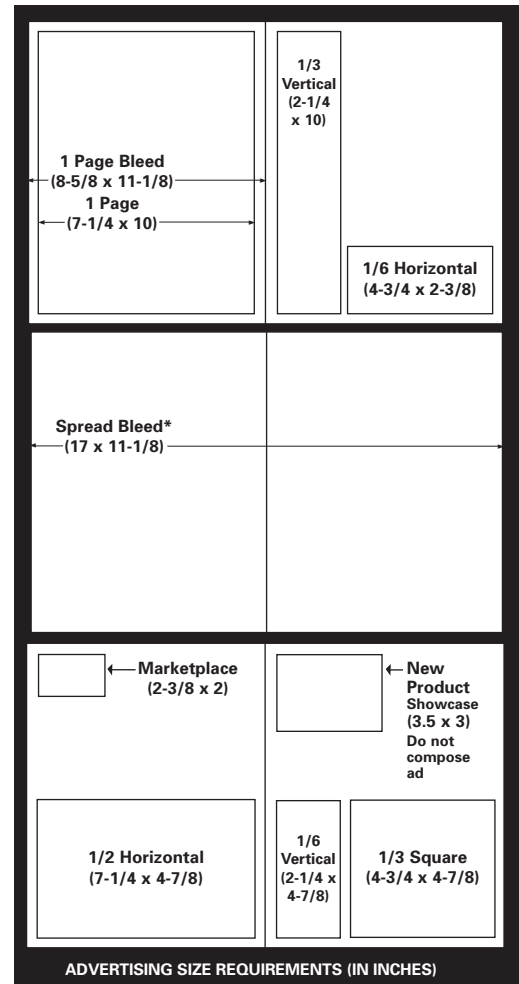
IMPORTANT NOTES

Files and proofs not meeting the above specifications will be charged production charges at publisher's cost, and are not subject to cash discount. Camera-ready and pub-set materials are acceptable two weeks before the film-due date, and the **advertiser will be charged production charges at publisher's cost for proofing materials, artist's time, scanning, and overnight shipping charges, etc. Billings for mechanical charges are not subject to discount of any kind.**

SEND FILES, COPY, ART & PHOTOS TO:

Nielsen Business Media
Attn: Interbike Production Department
31910 Del Obispo, Suite 200
San Juan Capistrano, CA 92675
Phone: 949/226-5711

Files can be submitted on CD or via FTP.
For files submitted by ftp:
host: ftpsportsgroup.vnuinc.com
username: sportsclient
password: \$p0rt5gr0up (those are zeros)



DEADLINE OR PRODUCTION QUESTIONS?

Interbike Event Guide Production Department
Phone: 949/226-5711
expoadprod@nielsen.com