



## ONLINE RETAIL-AUTOMOTIVE ADVERTISING RATES

Effective January 1, 2006

### DEALER INVENTORY PACKAGES

	Max # of Cars	Format	Impression Level	Rate
Small Lot Online Package	30	Flat Rate	Monthly	\$395
Independent/Economy Lot Online Package	60	Flat Rate	Monthly	650
Franchise/Mid-Size Online Package	unlimited	Flat Rate	Monthly	1,100

add to any of the above packages:

Up to 12 photos per vehicle	Flat Rate	Monthly	100
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\*6 month minimum contract. 30 day cancellation notice.

### POST-NEWS AUTO BANNERS

	Duration	Format	Impression Level	Rate
Home Page 728x90	Monthly	Flat Rate	Exclusive	\$1,500
Home page 120x600	Monthly	Flat Rate	Exclusive	1,500
ROS 728x90		CPM	50,000	16
Targeted Banners		Per Quote	Per Quote	Per Quote
Virtual Videos Custom Production	Weekly	Flat Rate		250
Vitrual Videos Digitize Existing Video	Weekly	Flat Rate		150

### LEADS PLUS PACKAGES

	Cars.com Dealers	Non-Cars.com Dealers
0-50 Leads	\$20/lead	\$25/lead
51-100 Leads	\$19/lead	\$25/lead

### TRAFFICMAX PACKAGES

	Package Cost
600 Visitors	\$3,300
1,200 Visitors	6,300
2,400 Visitors	12,000
4,800 Visitors	22,800

Published rates are for advertising on Post-NewsAutos Only

Please refer to the Retail/National rate card for advertising on DenverPost.com and RockyMountainNews.com



# POWER TOOLS.

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### POLICIES

### ADVERTISING TERMS AND CONDITIONS

#### THIRD PARTY AD SERVING

Reporting- We normally experience up to 20% difference in impression and click reporting numbers when comparing DNA reports to third party ad server's reports.  
Billing- All third party campaigns will be billed at third party impression report +/- 10% to cover the discrepancy in reporting numbers.

#### COMBINATION RATES

Published rates are for a combination buy on both newspaper websites. There is no discount to advertise on only one site.

#### ADVERTISING DEADLINES

Banner Ads.....3 working days  
Banner Ads and Splash page .....3 working days  
Multimedia (Flash, video, audio, etc.....7 working days  
Changes ..... 48 hours  
Web site creation.....Per Quote

#### POLICY

Return rates are net with no cash discounts and apply to retail advertising originating within the state of Colorado when advertiser is selling direct to consumer through one or more retail outlets. Please refer to the Advertising General Information Booklet for additional information.

#### CREATIVE SPECIFICATIONS

- File size maximum of 25K on all online products
- Maximum of 5 loops per creative
- Maximum frequency cap of 3x per unique user/per day on all pop-up, pop-overs and overlays
- All ads that lead to another web site must allow users to come back to origination site via a prominent back button otherwise, link must open a second browser window
- All pop-up and pop-under ads must include a prominently visible close button
- All advertising subject to Editor/Publisher approval

We accept the following formats:

- Floppy disk (conventional 1.4 MB)
- Zip Disk (100 MB disk)
- CD
- E-mail the graphics as attachments if file size is under 5 MB
- Provide FTP (file transfer protocol) access to a server via Host Name, Login and Password
- Provide hard copy (letterhead, printed page, etc.) for scanning

#### CANCELLATION POLICY

30 days written notice.

- 1) All terms and conditions of this agreement are printed herewith and DNA will not be bound by any agreement or promise not herein stated. Rates are determined by applicable published Rate Cards in effect at the time this contract is signed, unless later amended as stated in paragraph 2 below.
- 2) DNA reserves the right to amend the terms, conditions, rates, etc. specified in this agreement upon thirty days notice in writing and if said revision is not acceptable to the advertisers, advertiser shall have the right to terminate this agreement upon date of change without penalty.
- 3) DNA may terminate this agreement without notice if the advertiser becomes insolvent, makes an assignment for benefit of creditors, or is adjudged bankrupt or receiver for the property is appointed, or copy submitted is not deemed acceptable in any of which cases the "rate earned" shall apply on the agreement.
- 4) Advertiser will indemnify DNA against any and all liability, loss or expense from claims for libel, unfair competition, infringements of trademarks, copyrights, and other proprietary rights, violations of rights of privacy and other claims arising from publication of advertising hereunder. Advertiser acknowledges that copy is not given final acceptance by DNA until twenty-four (24) hours after being submitted; further DNA has the right to reject any advertisement at any time.
- 5) If during the life of this agreement there should be imposed upon DNA by any lawful authority, any tax for the posting of the advertising under this agreement, or upon gross receipts, or upon any other basis, the advertiser agrees to pay, as the same becomes due, any tax that may be levied upon this advertising, or his or its proportion of any tax levied upon gross receipts which include advertising, or any such tax levied upon any other basis, such proportion to be the proportion which the advertiser under this agreement bears to the total advertising for the same period or periods.
- 6) If because of war, fire, civil commotion, labor strikes, freight embargoes, tornado, or other acts of God, either party to this agreement is unable to perform its agreements then the part unable to perform its agreement shall thereby be excused from such performance during the continuation of such inability except to the extent that the mutually acceptable performance is possible.
- 7) The Advertiser agrees that any data provided to DNA and/or linked to DNA through an advertising link will comply with all federal and state regulations and that it will not contain information, data or material that is threatening, libelous or obscene. All advertisements are subject to DNA's approval. DNA reserves the right to reject any advertisement, IO, or URL link, at any time,
- 8) DNA shall be under no liability for failure for any cause to post an advertisement online.
- 9) Should the Advertiser cancel this contract for any reason, it shall and hereby agrees to pay DNA on half (1/2) of the remaining balance of the contract.
- 10) Advertiser warrants that it has full ownership right or the appropriate licenses to the material submitted to DNA for placement on DNA's web pages. The Advertiser acknowledges and agrees that it is solely responsible for any actions to protect ownership right in the advertisement submitted to DNA for placement on the Internet and that DNA expressly does not warrant that no individuals will make copies of the Advertiser's advertisement as it appears on DNA's web pages.
- 11) Payment is due to DNA within 30 days on all billing statements to advertisers on account. After 30 days, the account is considered delinquent and further advertising may be suspended until such account is paid in full.
- 12) Contracts are self-renewing for an unlimited number of periods for the identical time period stated in the original agreement unless thirty (30) days advance written notice is given by either party before expiration. All fulfilled annual contracts automatically renew themselves on each anniversary hereafter.
- 13) New advertisers must submit materials to DNA three business days prior to start date. Existing advertisers may change their ad as often as they like as long as DNA receives new ads two business days prior to start date.
- 14) Reporting and Statistics. DNA will provide Customer with password-protected access to 24/7 online reporting information so that
- 15) Customer may monitor its campaign. DNA will undertake commercially reasonable efforts to deliver impressions or clicks in accordance with the estimates set forth in an IO. However, DNA makes no guarantee regarding the levels of impressions or clicks for any advertisement. DNA will maintain delivery statistics and Customer acknowledges that such delivery statistics are the official and definitive measurements of DNA's performance on any delivery obligations provided in the IO.
- 16) All online dollars apply towards contract fulfillment, not towards short rates or rebates
- 17) All impressions will be based on the DNA's proprietary reporting system (as opposed to a 3rd party) unless otherwise agreed upon and stated clearly in the "Online Advertising Products" section of this contract.