

AUDIENCE

Dome — the first and only online magazine covering the people, issues and events shaping Michigan policy and politics — enables you to deliver your message easily and effectively.

Thousands of affluent, influential opinion leaders and decision makers are drawn to Dome's compelling, free content — news, analysis, opinion, reviews, art, humor and sophistication not available anywhere else. Dome gives readers a broad, in-depth, intelligent, colorful and stylish look at what's going on — not just under and around the Capitol dome, but wherever politics and policy are percolating.

Elected and appointed officials, lobbyists, policy experts, business and labor leaders, association and nonprofit executives, educators and regular citizens interested in their government make up the core of Dome's audience.

Dome takes the complexity and high cost out of web advertising. Choose one of two large, affordable ad sizes and determine how long you want your ad campaign to run. Then enjoy Dome's content — and your advertising results.

MAXIMUM EXPOSURE

To provide your ad with maximum exposure, it will be rotated evenly with other ads throughout the entire DomeMagazine.com website. This enables your ad to be viewed by the largest number of site visitors and allows us to place ads on every page. Site traffic data will be provided on a regular basis. Readership grew by 61 percent last year and continues to climb.

AD RATES & SPONSORSHIPS

Ad Size	Cost Per Month		
	1–5 Months	6–11 Months	12 Months
Tower (180 × 300 pixels)	\$599	\$549	\$509
Monument (180 × 150 pixels)	\$359	\$329	\$309

Plus free Resource Guide listing

Sponsorships

Become an advertising sponsor of a regular column, feature or department (for example: environment, education, tax policy, health care), much as you would sponsor a television or radio program. Your logo, a brief description of your organization and a link to your website will appear on the column, feature or department and all pages associated with it. Sponsorship costs are based on the content and readership. To discuss creating a sponsorship, contact Dome at 517.347.0392 or Dome@DomeMagazine.com.

SCHEDULE

Ad materials are due 5 business days prior to ad start, 10 business days if design/production is required. In most cases, ads start on the 16th day of the month and end on the 15th day of the last month of your contract. New ad materials may be substituted on a monthly basis for free or a more frequent basis for a charge of \$20 per substitution (plus normal design/production fees if those services are required).

CONTACT

To reserve advertising space, create a sponsorship or obtain additional information, contact Dome at Dome@DomeMagazine.com or 517.347.0392.

WEB AD SIZES (ACTUAL SIZES)

Tower (180 × 300 pixels)

Monument (180 × 150 pixels)

SPECIFICATIONS

To ensure the highest quality layout, the numbers of pixels are both minimum and maximum sizes.

Acceptable files:

Flash (SWF) (include fonts & FLA) *Max size: 30k

Flash video (FLV) *no sound, tower-middle position only. Max size: 1MB

GIF, JPG *Max size: 20k

All ads must be web ready, or additional fees may be added. Design/production services are available @ \$75/hr.

CONTACT INFORMATION

Company: _____

Contact: _____

Billing E-mail: _____

Billing Address: _____

Phone / Fax: _____

AD SIZE AND DURATION OF CAMPAIGN

Sponsorship

Advertising Size: Tower Monument

Beginning Month: _____

Ending Month: _____

Total Cost: _____

PAYMENT METHOD

Check Visa MasterCard

Cardholder Name: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Signature: _____

Make checks payable to Scott Publishing LLC. Mail checks or credit card payments to Dome Magazine at 4291 Cherry Hill, Okemos, MI 48864, or fax credit card payments to Dome Magazine at 517.347.0392. For ad schedule, specifications and exposure details, see reverse side.

TERMS AND CONDITIONS

- A. DomeMagazine.com and Scott Publishing LLC ("We," "Us," "Our") will provide the advertiser ("You") with traffic reports, including how many readers visit the site and the number of times your ad has been viewed, once a month during your ad campaign.
- B. We will include your listing in our online Resource Guide at no cost to you for a full year from the time your ad begins.
- C. We reserve the right to refuse or deactivate any ad at any time. We will not accept ads that promote illegal activity, such as pornography, libel or material that infringes on any intellectual property right. In cases of deactivation, no refund will be given for the month in which deactivation occurs.
- D. The first month for your ad must be paid in advance unless other arrangements are made. Your ad cost for each month of your ad campaign must be paid at the beginning of the month.
- E. All sales are final. No cancellations accepted after your ad is accepted.
- F. Artwork created by us will remain our exclusive property. If you request in writing (e-mail) that materials supplied by you are to be returned, we will do so at your sole liability, expense and risk.
- G. All ads must be submitted electronically.
- H. Any links in your ad must target a new browser window.
- I. All changes must be submitted in writing.
- J. You may substitute a different ad on a monthly basis for free or a more frequent basis for a charge of \$20 per substitution. We will attempt to substitute the new ad for the old one within 48 hours after receiving it electronically.
- K. We will attempt to fix, within 24 hours of being notified in writing, any error we commit. We are not responsible for any financial costs you may incur as a result of an error by us or by you.
- L. We reserve the right to edit ads when necessary and will make every reasonable effort to obtain approval from you for changes to your ad.
- M. We are not responsible for the content of ads and do not endorse or support products or services in the ads.
- N. We are not responsible for how individuals may respond to articles or advertising.
- O. Our liability for failure to publish an approved ad in the month specified will be limited to publishing the ad in a subsequent month at the same rate as contracted.
- P. Our liability for any error in publishing your ad or failing to do so shall not exceed the ad fee you paid. We are not liable if we are unable to publish your ad because of acts of God, war, riot, strikes, system or transmission failure or for any other reason beyond our reasonable control.
- Q. Each party to this agreement owns its respective website and the material and content on that website. Neither party has any claim to the other's intellectual property rights.
- R. You agree to defend, indemnify and hold harmless our owners, officers, employees and subcontractors from and against any claims, actions or demands arising from your ad or any errors associated with it.
- S. We want your ad to receive excellent exposure and success. However, results from your ad are not guaranteed.

I agree with the above terms and conditions.

Signature

Date