



The AAA brand influences both readership and buying habits

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in Colorado. **EnCompass** magazine is published six times per year and features travel, automotive, and lifestyle editorial.

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There's simply no better time and place to influence their buying decisions than in **EnCompass** magazine.



EnCompass



EnCompass

2012 EDITORIAL CALENDAR

JANUARY / FEBRUARY

Cover: Disney's Castaway Cay At first, this trip wasn't high on a rugged outdoorsman's bucket list.
Old and new Hawaii The old, authentic Hawaii thrives with agritourism, eateries and cooking classes.
Colorado's first road trip It was a warm July day in 1899 when a Denver couple headed for Victor.

MARCH / APRIL

Cover: Greg Moody's Denver CBS 4 news personality shows us his favorite spots in the city he loves.
Devil's Tower: Visiting the Bear's House America's first national monument is a sacred place.
On the Rhine Touring Europe aboard Uniworld's biggest boat.

MAY / JUNE

Cover: Columbines of Colorado The best places to find the state flower.
Discounts in the Arizona desert Cool activities and great bargains mitigate the rising mercury.
New Zealand: Driving it South Island offers motorists some of the world's most beautiful drives.

JULY / AUGUST

Cover: Colorado getaways Take your relatives to these must-see destinations all over Colorado.
Pagosa Springs: Chimney Rock archaeoastronomy Colorado's Stonehenge.
Great Britain's odd sports "Shin-kicking," pancake-tossing and other non-Olympic pursuits.

SEPTEMBER / OCTOBER

Cover: Leadville and Aspen: Mines, music and memories Three-day tour of rich history.
Top five aspen-viewing train rides
Top 10 best places to view Colorado aspens

NOVEMBER / DECEMBER

Cover: Alaska Disney cruise Family entertainment and great views of wildlife, glaciers and fjords.
Italy/Austria border country Alto Adige, an Alpine wonderland, is relatively unknown to Americans.
Australia's undercurrent The big attractions? Don't miss 'em, nor the small shops, weird streets and peculiar finds.

IN EVERY ISSUE

Colorado Explorer Colorado Events, AAA-rated Colorado Dining, Colorado Activities

Contact: Tom Hess, Editor
303-753-8800 ext. 8252
thess@colorado.aaa.com
4100 E. Arkansas Ave., Denver, CO 80222
Editorial calendar is subject to change.

Audience Profile

2012

Circulation Region: Colorado

Circulation: 340,000 ♦ Audience: 714,000

EnCompass

- ♦ With EnCompass, reach 1 in 4 Colorado households.
- ♦ When compared to the average Colorado adult, EnCompass readers spend more, travel more often, and live more active lives.
- ♦ More than half of EnCompass readers have a bachelor's degree or more. In fact, readers are 53 percent more likely to have a post-graduate degree than the average Colorado adult.



		Colorado			
		Audience	Composition	Coverage	Index
Men		331,000	46%	15%	90
Women		383,000	54%	18%	111
Married		470,000	66%	18%	113
Household Income					
\$60,000+		534,000	75%	20%	125
\$75,000+		406,000	57%	20%	125
\$100,000+		251,000	35%	19%	118
\$150,000+		100,000	14%	22%	134
\$200,000+		59,000	8%	25%	158
Average HHI		\$96,100			
Median HHI		\$82,900			
Age					
18-34		114,000	16%	10%	59
35-54		299,000	42%	16%	101
55-64		180,000	25%	23%	142
65+		121,000	17%	20%	122
Median Age		52.6 years			
Education					
Attended college		557,000	78%	18%	114
Bachelor's degree+		390,000	55%	25%	153
Home					
Own Home		621,000	87%	20%	122
Median Home Value		\$239,762			
Mean Home Value		\$280,433			

Source: 2011 Doublebase, prototype; GfK MRI



Readership

2012

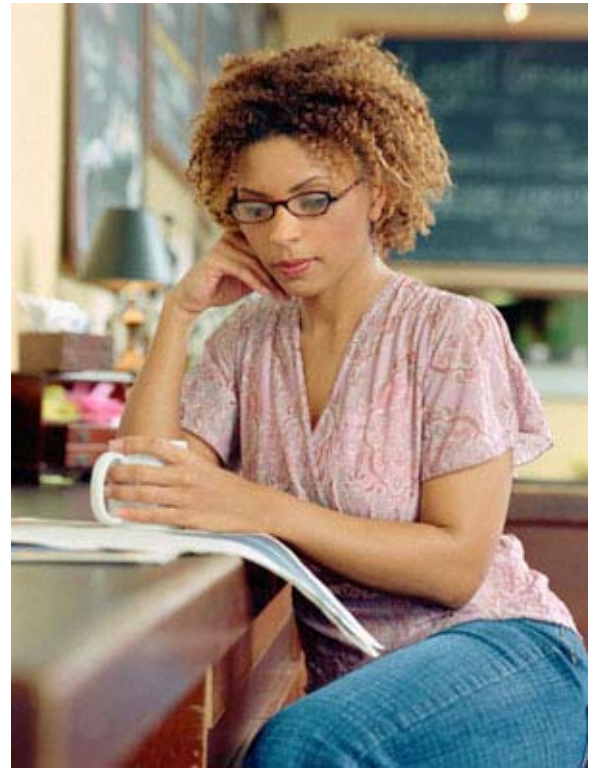
Circulation Region: Colorado

Circulation: 340,000 ♦ Audience: 714,000

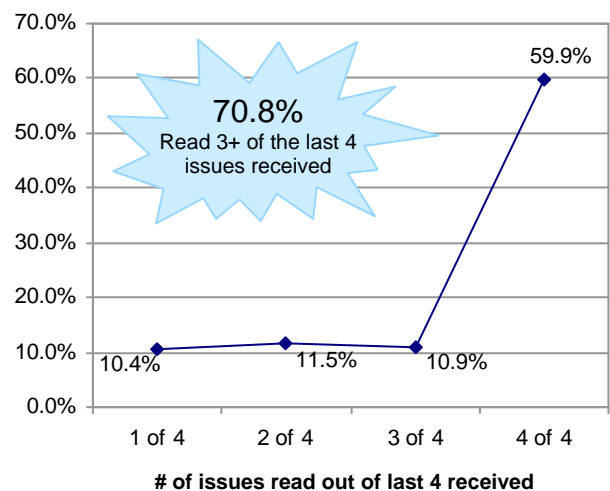
- ♦ Another glowing testimony to the editorial excellence of *EnCompass* and its unprecedented readership by AAA members who rarely miss an issue.
- ♦ Readers take 25.3 minutes, on average, out of their busy schedules to spend reading an issue.

Actions taken as a result of reading EnCompass in the past year:

Took any action	74.8%
Became aware of AAA discount(s) or used/received AAA discount(s)	44.7%
Visited/contacted AAA office	37.1%
Used AAA Tour Book	29.4%
Visited AAA.com	18.9%
Traveled to a destination advertised or written about	14.3%
Made reservations or bought tickets	12.4%
Planned or modified existing plans for a trip	12.1%
Called or Visited AAA Travel Agent	9.1%
Visited an advertiser's web site	8.2%
Called a toll-free number	8.0%
Obtained information on a product or service advertised	7.1%
Visited AAA Magazine website	3.4%
Sent for information using AAA Magazine Reader Service Card	2.7%
Called an advertiser directly for information	2.7%



EnCompass Readership



Source: 2011 EnCompass Reader Profile Study, GfK MRI



Regional Travel

Circulation Region: Colorado

Circulation: 340,000 ♦ Audience: 714,000

2012

- ♦ 85.2% of EnCompass readers took at least one overnight domestic trip in the past year.

Regional areas visited in the past year

Denver	60.1%
Colorado Springs	37.7%
Estes Park	31.8%
Ft. Collins/Greeley	27.7%
Breckenridge	22.4%
Glenwood Springs	18.3%
Summit County	17.3%
Vail	15.1%
Winter Park	14.9%
Grand Lake	13.9%
Buena Vista/Canyon City/Salida	12.8%
Steamboat Springs	12.2%
Pueblo	12.0%
Durango/Mesa Verde	10.8%
Leadville	10.4%
Gunnison/Crested Butte	10.4%
Aspen	10.0%
Montrose/Black Canyon	8.7%
Alamosa/Sand Dunes	8.4%
Pagosa Springs	6.7%
Colorado Wine Country	6.4%
Eastern Plains	5.8%
Telluride	4.3%



Colorado destinations are the most popular reader vacation spots.

Source: 2011 EnCompass Reader Profile Study, GfK MRI

EnCompass



Travel Planning and Booking

Circulation Region: Colorado
Circulation: 340,000 ♦ Audience: 714,000

2012

Readers of EnCompass most often look to the magazine for information and travel related information. This is evident from the high percentage of readers who use the magazine when planning a trip.

Sources of information when planning a trip:

Friends or Relatives	51.8%
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EnCompass Magazine	41.4%
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Other Websites	38.1%
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Direct from Accommodations/ Travel provider	29.0%
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Other Magazines/Newspapers	26.1%
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Books	24.4%
-------	-------

Other Travel Agency	18.9%
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AAA Travel Agency	17.7%
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AAA Web Site	17.1%
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Television	14.6%
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Method readers use to make reservations or buy tickets for a trip:

Direct from Travel Provider	61.5%
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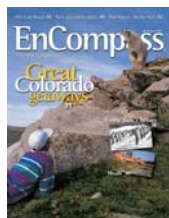
Other Web Sites	48.4%
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Other Travel Agency	20.9%
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AAA Travel Agency	17.1%
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AAA Web Site	7.7%
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Source: 2011 EnCompass Reader Profile Study, GfK MRI



General Advertising Rates

2012

All rates are gross

Rate Card #11
Effective January 2012

EnCompass

Rate Base: 340,000 ♦ Total Readers: 714,000

Circulation Region: Colorado

	1X	3X	6X
4 Color			
Full Page	\$ 9,750	\$ 9,260	\$ 8,780
2/3 Page	6,810	6,470	6,130
1/2 Page	5,850	5,560	5,270
1/3 Page	3,720	3,530	3,350
1/6 Page	2,250	2,140	2,030
B&W			
Full Page	\$ 7,790	\$ 7,400	\$ 7,010
2/3 Page	5,430	5,160	4,890
1/2 Page	4,670	4,440	4,200
1/3 Page	3,270	3,110	2,940
1/6 Page	1,800	1,710	1,620
Cover 2	\$ 10,230	\$ 9,720	\$ 9,210
Cover 3	10,230	9,720	9,210
Cover 4	10,720	10,180	9,650



Travel Guide Rates

2012

All rates are NET

Rate Card #11
Effective January 2012

EnCompass

Rate Base: 340,000 ♦ Total Readers: 714,000

Circulation Region: Colorado

	1X	3X	6X
4 Color			
6 inch	\$ 2,720	\$ 2,580	\$ 2,450
4 inch	1,850	1,760	1,670
3 inch	1,390	1,320	1,250
2 inch	960	910	860
B&W			
6 inch	\$ 2,160	\$ 2,050	\$ 1,940
4 inch	1,490	1,420	1,340
3 inch	1,110	1,050	1,000
2 inch	750	710	680



Ad Close Dates

2012

Rate Card #11
Effective January 2012

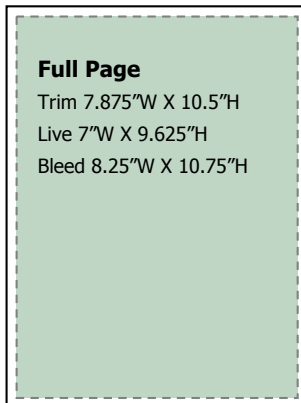
EnCompass

Rate Base: 340,000 ♦ Total Readers: 714,000
Circulation Region: Colorado

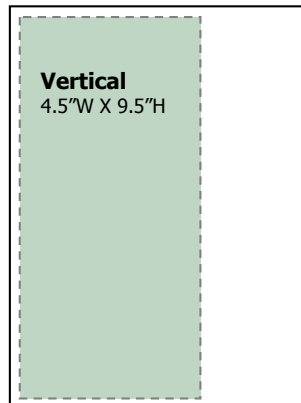
<u>Issue Date</u>	<u>Ad Close</u>	<u>Materials Due</u>
January/February	11/01/11	11/07/11
March/April	01/02/12	01/06/12
May/June	03/01/12	03/05/12
July/August	05/01/12	05/07/12
September/October	07/02/12	07/06/12
November/December	09/04/12	09/07/12



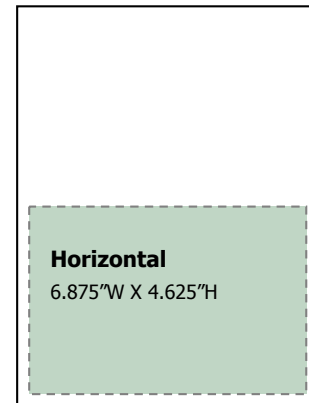
Full Page & Spreads



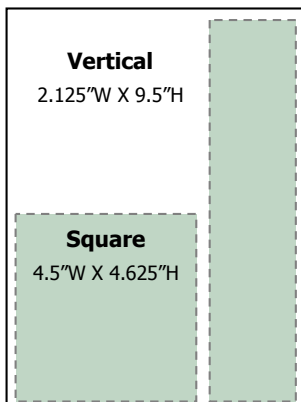
2/3 Page



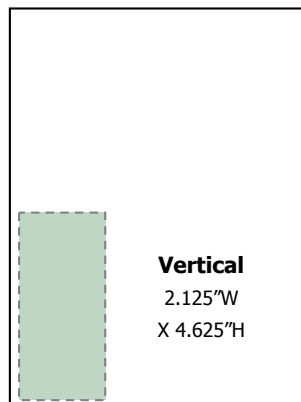
1/2 Page



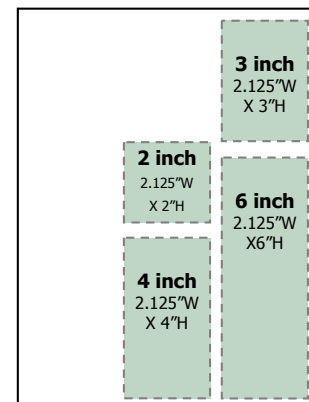
1/3 Page



1/6 Page



Travel Guide



PRODUCTION SPECIFICATIONS

Preferred format is a press-ready high res PDF. All images should be CMYK. Resolution should be 300 dpi at 100% final size.

If sending QuarkXpress, InDesign, Illustrator or Photoshop files, please include a PDF and include all native files, fonts and graphics. A hard copy proof MUST be mailed to the address opposite.

Ads will be accepted via FTP site, by e-mail, or on a disk. The first two methods are strongly preferred.

FTP SITE INFORMATION

FTP IP: 12.178.180.30
Login Name: ad
Password: ad38967

1. Create a folder identified with issue date, publication, ad name Example: 1109_EnCompass_Hertz
2. Stuff or zip the folder. Include native files, fonts, high res graphics and a PDF.
3. Place your folder in the ADVERTISERS folder on the FTP site.
4. Send confirmation e-mail to kkaiser@colorado.aaa.com

DIGITAL AD SUPPLIED ON A DISKS

Materials will be accepted on CD or DVD. See production specifications (left) for file requirements. Please include a hard copy color proof when sending your disk

SHIPPING INSTRUCTIONS

All materials and any production questions to:
Keith Kaiser
Managing Editor
EnCompass
4100 E. Arkansas Ave.
Denver, CO 80222
Tel: 303-753-8800 ext. 8207
E-mail: kkaiser@colorado.aaa.com





Audit Bureau
of Circulations



The AAA Companion

For the six months ended June 30, 2011

Field Served: Members of AAA Colorado Auto Club who are interested in regional and international travel, automotive topics, traffic safety, and legislative issues that affect travelers.

Published by AAA Colorado

Frequency: 6 times/year

ABC Member # 04-0697-5

EnCompass

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	344,227	100.0			
Verified					
Total Paid & Verified Subscriptions	344,227	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	344,227	100.0	335,000	9,227	2.8

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$1.00		
Average Subscription Price Annualized (6 issue frequency)		\$1.00	
Average Subscription Price per Copy		\$0.17	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	342,922		342,922		342,922
Mar./Apr.	342,533		342,533		342,533
May/June	347,227		347,227		347,227

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2011

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	312,951	100.0	325,501	100.0	336,572	100.0	339,857	100.0	340,121	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	312,951	100.0	325,501	100.0	336,572	100.0	339,857	100.0	340,121	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	312,951	100.0	325,501	100.0	336,572	100.0	339,857	100.0	340,121	100.0
Year Over Year Percent of Change		3.1		4.0		3.4		1.0		0.1
Avg. Annualized Subscription Price	N/A		N/A		\$1.00		\$1.00		\$1.00	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Association:		
Non-Deductible*	344,227	100.0
TOTAL PAID SUBSCRIPTIONS	344,227	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	344,227	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	344,227	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the May/June 2011 issue

Total paid and verified circulation of this issue was 0.9% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	18		18		18
Arizona	271		271		271
Arkansas	12		12		12
California	449		449		449
Colorado	344,227		344,227		344,227
Connecticut	22		22		22
Delaware	6		6		6
District of Columbia	10		10		10
Florida	191		191		191
Georgia	39		39		39
Idaho	25		25		25
Illinois	53		53		53
Indiana	20		20		20
Iowa	34		34		34
Kansas	52		52		52
Kentucky	20		20		20
Louisiana	18		18		18
Maine	14		14		14
Maryland	45		45		45
Massachusetts	44		44		44
Michigan	49		49		49
Minnesota	43		43		43
Mississippi	7		7		7
Missouri	58		58		58
Montana	29		29		29
Nebraska	39		39		39
Nevada	82		82		82
New Hampshire	7		7		7
New Jersey	36		36		36
New Mexico	75		75		75
New York	86		86		86
North Carolina	50		50		50
North Dakota	6		6		6

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	51		51		51
Oklahoma	26		26		26
Oregon	59		59		59
Pennsylvania	45		45		45
Rhode Island	4		4		4
South Carolina	29		29		29
South Dakota	21		21		21
Tennessee	25		25		25
Texas	202		202		202
Utah	47		47		47
Vermont	13		13		13
Virginia	66		66		66
Washington	90		90		90
West Virginia	5		5		5
Wisconsin	36		36		36
Wyoming	40		40		40
TOTAL 48 CONTERMINOUS STATES	346,896		346,896		346,896
Alaska	16		16		16
Hawaii	21		21		21
TOTAL ALASKA & HAWAII	37		37		37
U.S. Unclassified					
TOTAL UNITED STATES	346,933		346,933		346,933
Poss. & Other Areas	8		8		8
U.S. & POSS., etc.	346,941		346,941		346,941
Canada	6		6		6
International					
Other Unclassified	243		243		243
Military or Civilian					
Personnel Overseas	37		37		37
GRAND TOTAL	347,227		347,227		347,227

ANALYSIS BY ABCD COUNTY SIZE for the May/June 2011 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

A. DURATION			%	C.CHANNELS			%
(a) One to six months (1 to 3 issues).....	None			(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	None		
(b) Seven to eleven months (4 to 5 issues).....	None			(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None		
(c) Twelve months (6 issues).....	177,154		100.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	None			(d) Subscriptions as part of membership in an organization, See Par. 9.....	177,154		100.0
(e) Twenty-five months and more.....	None			Total Subscriptions Sold in Period.....	177,154		100.0
Total Subscriptions Sold in Period.....	177,154		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium.....	177,154		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums.....	None						
Total Subscriptions Sold in Period.....	177,154		100.0				

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,674 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 4,600 or 1.3% of average paid subscription circulation.

(d) Association Subscription Sales (Non-Deductible): The average of 344,227 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of AAA Colorado Auto Club. New members join AAA Colorado Auto Club at U.S., 1 yr. \$73.00 for Primary Basic membership; \$124.00 for Primary Plus membership; and \$177.00 for Primary Plus RV membership; \$164.00 for Premier membership; and \$247.00 for Premier RV membership, of which \$1.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues. Membership benefits include emergency road service; AAA TourBooks, maps and personalized TripTik routings; and savings on luggage, travel books and videos. Members may purchase insurance for automobile, homeowners, business owners, life, health, disability, travel and long-term care. Members may also receive discounts on car rentals, lodging, auto repair, auto loans and retail outlets. Other services include auto buying, safety programs, financial services and legislative representation on transportation issues and is non-deductible from dues.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2010; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-10	335,000	340,121	340,121		
12-31-09	330,000	339,857	339,857		
12-31-08	325,000	336,572	336,572		
12-31-07	315,000	325,501	325,501		
12-31-06	300,000	312,950	312,950		

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: AAA Colorado

ENCOMPASS, published by AAA Colorado • 4100 E. Arkansas Ave. • Denver, CO 80222-3491

TOM HESS

Editor

P: 303.753.8800, Ext. 8252 • F: 303.300.7710 • URL: www.encompassmag.com

ROBERT L. HIRSCH

VP, Treasurer, CFO

Date Signed: July 25, 2011

Sales Office: Denver 303-753-8800, Ext. 8004

Established: 1926 ABC Member since: 2000

04-0697-5	Analyzed Issue Date	05-06/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	1.00
	U.S. Subscription Price	1.00
	Canadian Subscription Price	
	International Subscription Price	

Advertiser Information

2012

Rate Card 11 Effective January 2012

ADVERTISER INFORMATION

TERMS OF SALE

Net 30 days from date of invoice. First time advertisers must prepay by Ad Close date. Publisher reserves the right to request further prepayment for so long as Publisher desires.

COMMISSION

15% paid to recognized agency on space, position, color and bleed charges, provided the account is paid within 30 days from invoice date.

COMBINATION RATES

Sold in combination with AAA Western Magazine Network.

SHORT RATES AND REBATES

Each page or fractional page counts as one insertion. Frequency discounts may be earned with any combination of different size insertions used during a 12 month period. If a greater frequency discount is earned, a rebate will be made. If the billed rate is not earned, the short rate will be based on the number of insertions actually run during the contract period. See Advertising Contract Provisions for more details.

CANCELLATIONS

Must be received from Advertiser in writing prior to Materials Due date; all orders non-cancelable after Materials Due date of relevant issue.

SEND ALL INSERTION ORDERS TO:

Encompass Advertising
Natasha Alcalá, Via Advertising
1900 Powell Street
Emeryville, CA 94608
Phone: (510) 596-5354
Fax: (877) 406-0222
E-mail: natasha.alcala@viamagazine.com

COPY REGULATIONS

A. The caption line "ADVERTISEMENT" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages.

B. When new ad material, covered by an uncanceled Insertion Order is not received by the applicable Materials Due date, copy run in the previous Issue will be inserted.

C. The Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on any order blank or copy instructions, when such conditions conflict with the Publisher's Advertising Policy and Guidelines, Advertising Contract Provisions or Rate Card.

CONTRACT CONDITIONS

ADVERTISING CONTRACT PROVISIONS

A. Advertiser shall have the right to terminate this contract at any time after having used space hereunder by written notice to Publisher and by paying the Publisher within 30 days after invoice date all sums due for space actually used at the actual rate earned.

B. Cancellation of advertisements by Advertiser shall not be effective unless written notice of cancellation is received by Publisher prior to the cancellation deadline as set forth in the applicable Publisher's Rate Card. Cancellation of any portion of an advertising contract on behalf of the Advertiser automatically nullifies any rate protection and any preferred position reservation on the remainder of the contract.

C. Publisher shall have the right, at its option, to terminate this contract at any time by written notice to Advertiser, in which event Advertiser shall pay for space actually used at the rate set forth on the face of this contract. If a space discount has been deducted in paying for prior insertions on a contract canceled by the Advertiser or Publisher, the Advertiser and/or its agency shall reimburse Publisher for any difference between the rate paid and the rate earned.

D. Publisher shall have the right to terminate this contract at any time with or without notice to Advertiser for non-payment of bills at due date, or because the minimum amount of space herein contracted for is not used by Advertiser within the contract period. In the event of such termination by Publisher, for either of said reasons, Advertiser shall pay Publisher for all space used under the contract at the actual rate earned.

E. Publisher reserves the right to revise its advertising rates at any time. Any new rate immediately applies to business not previously covered by a formal order (contract) specifying space to be used and dates of insertion. Business already covered by a formal order (contract) may receive rate protection only for advertising appearing in the next six months published after the date the new rates become effective. Advertiser may terminate this contract on the date new rates become effective, provided that prior to said effective date, Advertiser gives to Publisher written notice of such termination; and, in the event of such termination, shall be liable for space used at rates set forth on the face of this contract and not the actual rate earned.

F. Failure of Publisher to terminate this contract at any time on account of breach of this contract by Advertiser shall not be deemed a waiver of Publisher's right to terminate this contract by reason of any subsequent breach by Advertiser.



Advertiser Information

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G. Publisher reserves the right at Publisher's sole discretion to revise or reject any advertisement or portion thereof. Publication of advertising copy shall not affect Publishers' right to revise or reject such copy thereafter. (See Advertising Policy)

H. Advertiser warrants and represents that any material submitted to Publisher is original; does not violate any law or infringe the copyrights, trademarks, trade names, or patents of any other person; and contains no matter that is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or is otherwise injurious to the Contract Conditions rights of any other person, and the Advertiser has obtained all necessary consents prior to submissions to Publisher. Advertiser assumes all responsibility for all content (including, but not limited to, texts, representations, names, photographs, and illustrations) of advertisements printed, and Advertiser agrees to indemnify and hold Publisher harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses resulting from or attributable to the publication of any advertisement submitted by Advertiser.

I. Advertising orders specifying pages or directing insertion of advertisements in positions with the proviso "or omit" will not be accepted. Any provision in the advertising order specifying or barring the use of any page because of the kind of news or advertising on that page, on its reverse side, or on the facing page will not be legally binding upon Publisher but will be treated as a request only. Discontinuance of advertisements ordered "Till Forbid" and changes or cancellations of advertisements must be given in writing. No oral agreements will be recognized.

J. In the event of any error in printing or other inadvertent publication of an advertisement, Publisher's liability shall not exceed the cost of the space used. Advertiser must notify the Publisher of the error in time to enable Publisher to make the correction before the second insertion. Credit, if allowed, shall be for the first insertion only and may be given in the form of republication of the corrected advertisement. No adjustment will be made in which Advertiser or its agent is responsible for the error. Under no circumstances shall Publisher be liable for lost profits or consequential damages of any kind.

K. Advertiser agrees that no representations of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

L. This contract shall be governed by the laws of the state of Colorado. The Denver Judicial District, Colorado, shall be the forum of any legal action relating to this contract.

ADVERTISING POLICY GUIDELINES

A. All advertisements must be approved by the Publisher before they are deemed acceptable for publication in *EnCompass*.

B. Publisher reserves the right to inspect or test any product or service to be advertised before the advertisement is deemed acceptable.

C. All advertising copy must complement the guidelines established for editorial material in word, illustration, and design.

D. Priority of available advertising space will be given to Advertisers of products and services that bear a relationship to the demographics of *EnCompass* subscribers. General categories include, but are not limited to, (1) automobiles, other vehicles, and transportation facilities; (2) accommodations, resorts, restaurants, recreational areas, tours, and cruises; (3) consumer electronics and sporting equipment; and (4) aftermarket products and services related to the above general categories.

E. Advertisements of products or services in which AAA Colorado has a special expertise or in which the ad might be construed as an endorsement must receive specific approval by the Publisher with regard to the veracity of the ad or the product or service advertised. Examples include (1) automotive products, (2) insurance products, (3) vehicle-repair business or products, (4) travel-related products or services, and (5) group-purchase plans.

F. Advertisements considered unacceptable include, but are not limited to, the following: (1) distilled spirits; (2) all "per inquiry" arrangements; (3) personal vanity products (such as those claiming to restore hair, reduce weight, remove fat, increase bust size, restore youth, improve sexuality); (4) get-rich-quick schemes, speculative land offerings, and any claims made to amass personal fortunes or to guarantee "winning"; (5) garish displays, unacceptable posture of models, or advertisement that might appeal to sensuous or prurient interests; (6) political candidates or causes; (7) religious persons or doctrines; (8) escort services; and (9) illegal or questionable products or services. Advertisement for products or services not included in the categories set forth above may also be unacceptable if, in the opinion of the Publisher, they are considered inappropriate for publication in *EnCompass*.

