PUBLICATIONS AND COMMUNICATIONS, LP
MASTER ADVERTISING AND CREDIT AGREEMENT (10/12)

The parties to this Agreement are Publications and Communications, Inc. ("PCI", "we" or "us") and the Advertiser identified on orders or requests for PCI to publish advertising materials ("you"). You have asked us to publish your advertising, and you agree to pay for space reserved, advertisements published and services provided in accordance with this Agreement.

ADVERTISING TERMS

1. All subject matter, form, size, wording, illustrations and typography is subject to our approval. We reserve the right to refuse to publish any advertisement, copy or other material.
2. If we cannot print the advertising in the type, size or style requested we can print it in a type, size and style that in our opinion most closely matches that requested. The published advertisement may vary up to 1/16" in size from that requested without being deemed to be a change in size.
3. We will provide you one copy of the page containing the advertising with our invoice.
4. If we fail to publish an advertisement or if we make any typographical or layout errors in an advertisement our liability is limited to refunding the amount you paid for the ad. We are not liable for consequential, special or indirect damages.
5. All advertising is booked on a space available basis, and we do not guarantee any particular page or location on a page. If you pay the fee for guaranteed or premium page placement we will attempt to place the advertising as requested but we are not liable for any damages, including but not limited to consequential damages, arising out of the placement of the advertisement other than as requested. If the advertising is not placed in accordance with your paid request we will credit or refund the guaranteed or premium page fee.
6. We are not required to publish an advertisers index. If we publish an advertisers index it is a free service provided for our readers and we are not responsible or liable for failing to list your advertisement or for any errors in the index.
7. We are not liable for delays in publication or delivery, or non-delivery of the publication resulting from any act of God, action by any governmental agency, strikes or labor disputes, shortage of materials, interruption of transportation or utility services or any other cause beyond our reasonable control. In the event of a delay for any other cause our liability is limited to the charge for the advertising that was delayed. Your claim for any defect, delay, error or omission in an advertisement must be made in writing and delivered to us within 30 days after the on-sale date of the issue of the publication or you will be deemed to have accepted the advertising as published and agreed that we met all of your material terms, conditions and specifications. In the event of any dispute our liability will not exceed the invoice amount for the advertising in dispute.
8. You represent and warrant that you (and your Client, if you are an agent for a third party) own all advertising materials submitted to us and are authorized to publish them. If we make a claim for damages resulting from the untruthfulness of this representation you agree that neither you nor your Client will assert a defense on the basis that we were negligent in failing to investigate the truthfulness of your representation. On your own behalf and as agent and on behalf of the Client you agree to defend, indemnify and hold us harmless from any and all claims, actions and damages arising out of the publication of any advertising requested by you. We can select our own attorneys and you agree to pay or reimburse us their fees and the expenses of defending against any such claim or action. Your agreement to defend and indemnify us extends to and specifically includes the obligation to defend and indemnify us even if ultimate liability is based in whole or in part on our negligence.
9. We can discontinue the publication in which the advertising is to appear, change the format or content thereof, change its staff, and/or change the manner or frequency of distribution thereof in any manner we desire.
10. All advertising materials you provide must comply with our Standard Specifications for Advertising Materials. If they do not, and we provide additional services for camera shots, design, etc. you agree to pay us for those services.
11. If you authorize us to publish a specific advertisement in one or more issues of a publication, no further documentation is required and we can publish the advertising in each issue identified. If you have not authorized a specific advertisement for specific issues the Order is a "Space Reservation" and is your authorization for us to reserve space in the issues designated, and we may require additional documentation prior to publication. If within 12 months after the date of the first publication of any advertising under an Order you have not used enough spaces to entitle you to the frequency rate shown in the Order, you agree to pay the Short Rate for all advertising published under the Order.
12. You agree to pay for space reserved under an Order unless you give us a written cancellation notice not less than 10 days before the Reservation Date for each issue in which you wish to cancel your Space Reservation. If you have agreed to pay a premium or guaranteed page fee we can require you to pay for the space unless we place another advertiser in the space and collect the premium or guaranteed page fee you agreed to pay. In the absence of a written cancellation you agree to provide us all advertising materials not later than 5:00 p.m. on the Camera Ready Date. If you fail to provide the materials in the form required we can insert an ad previously published for you or we can run a house ad or a PSA. In either event we can charge you for the space on the same basis as if you had provided new advertising materials and they were published. Our policy described in this paragraph is necessary to enable us to meet deadlines. If you fail to provide a written cancellation or advertising materials by the time required, you nevertheless agree to pay for the space that would have otherwise been available for sale to another advertiser.
13. Except as provided in item 11 above and 14 below, the rates shown on the approved Advertising Space Order or Insertion Order (an "Order") will establish the price for all advertising published under that Order.
14. If the rate charged for any advertising is a special or discounted rate and any invoice becomes delinquent, we can reverse the discount and recompute the charge at our highest standard rate for the size, page, location and other service provided on our Rate Card. This reversal of credits or discounts is called "Short Rating" and the resulting rate is the "Short Rate." You agree to pay the Short Rate for any advertising published if you are not entitled to the discount as a result of your actions or failure to act.
15. We can give discounts and special rates or charge increased rates to other advertisers for any reason and we can change rates at any time without notice; however, no change in our published rates or in the rate charged another advertiser will allow us to increase or authorize you to decrease or adjust your rate on pre-existing Orders.

CREDIT TERMS

Invoices, Payments and Finance Charges

1. We will charge your account for all advertisements, space reservations and other services provided at your request and for all charges, fees and other amounts due on any contract you have with us or an affiliated company. We will send you an invoice each month during which you have a new advertisement. We will also send you a monthly statement showing the previous balance, payments and credits during the previous billing period, current finance charges, new charges, and the total amount due. Our failure to send an invoice or statement will not relieve you of the obligation to pay amounts previously billed and finance charges on amounts not paid by the Payment Due Date. All invoices and statements are due on receipt and are delinquent if not paid by the Payment Due Date, which is 30 days after the date the invoice is mailed to you.
2. You promise to pay all amounts due on the account by the Payment Due Date at our offices at 13552 Highway 183 N, Suite A, Austin, Travis County, Texas 78750, without any deduction or credit other than as set out on the invoice or statement. We can designate another address or post office box as the place for making payments by giving you written notice.
3. New and renewing customers are required to keep a credit card authorization on file as a guarantee of payment. If we do not receive payment by 5:00 p.m. on the Payment Due Date, the account becomes delinquent and you agree to an automatic charge on your credit card for the delinquent amount. If your card is declined, there is a $25 service charge. Payments received by 5:00 p.m. on any business day will be credited that business day; otherwise the payment will be credited the following business day.
4. When an account becomes delinquent we can cancel the balance of the Order, Short Rate any outstanding invoices and stop the publication of any ads being processed. We can also hold any reader response cards, stop providing any other service for you or the Client and begin collection proceedings. If any invoice is unpaid 30 days after the Payment Due Date we can reverse and add to the account any agency commission or discount. Credit adjustments and the difference between the rate originally charged and the Short Rate do not constitute interest, penalty or finance charges. The account is not a revolving credit, triparty or retail charge account under Texas law.
5. If a delinquent account is referred to a collection agency or attorney you agree to pay, in addition to all other charges on the account, reasonable collection charges, attorneys fees and court costs. Those charges, fees and costs may be added to the account and included in any statement sent to you.

COMMISSIONS/AGENCY ACCOUNTS

1. Advertising agencies and advertisers may be entitled to an agency commission or discount provided (a) you supply camera ready film negatives for each ad, and (b) we receive payment of the invoiced amount within 30 days after the Payment Due Date. Our paying commissions will not make any agency our agent for any purpose.
2. We can require you to designate the Client whose ads may be charged to the account and we may require you to open a separate account for each Client. Accounts may also be maintained in the Client's name. The account is a joint account for you and the Client. YOU AND THE CLIENT ARE BOTH PRIMARILY, JOINTLY AND SEVERALLY LIABLE FOR ALL CHARGES ON THE ACCOUNT. We can look to you or the Client, or both you and the Client for payment. YOU AGREE THAT WE CAN CONTACT THE CLIENT DIRECTLY AND DEMAND PAYMENT IF THE ACCOUNT BECOMES DELINQUENT. You agree that you cannot hold us liable for any damages or loss of business you suffer as a result of our contacting or collecting from the Client.
3. You agree to hold in trust for us all amounts the Client pays to you for charges on the account, and to deliver to us all payments you receive within 5 days after you receive them. You agree that you are the Client's agent and that by paying you the Client is not relieved of its obligation to pay us for its advertisements.
4. COLLECTION EFFORTS MAY BE TAKEN AGAINST YOU, THE CLIENT, OR BOTH, AND YOU AGREE THAT NEITHER YOU NOR THE CLIENT WILL ASSERT A DEFENSE ON THE BASIS OF HAVING PAID THE OTHER, OR ON THE BASIS THAT PAYMENT HAS NOT BEEN RECEIVED FROM THE OTHER.
5. You represent that you have been appointed as the Client's agent and that you have authority to obligate the Client to pay for charges on the account. If the Client restricts your authority you must notify us in writing; otherwise we can consider all of your actions to be binding on the Client.
6. If the account becomes delinquent or for any other reason, or without a reason, we can refuse to submit invoices through you and send invoices directly to the Client or we can close your account and open an account in the Client's name and deal directly with the Client.

GENERAL TERMS

1. You agree that the courts in Travis County, Texas have jurisdiction over you and may enter judgment in any suit involving the account, this Agreement or any Order. You agree that venue for any action concerning this Agreement, the account or any Order will be Travis County, Texas. The laws of the state of Texas that apply to contracts to be performed exclusively in Texas will apply to the account, this Agreement and any Order and any dispute regarding the enforcement, interpretation or construction of them. All obligations and duties under this Agreement and any Order are to be performed in Travis County, Texas. Any action against us concerning this Agreement, the account or any Order can only be brought in Travis County, Texas.
2. A waiver by any party of any default or a breach of any provision of this Agreement will not constitute a waiver of any subsequent default or breach of the same or any other provision.
3. If the account becomes delinquent, or if in our judgment your or your Client's creditworthiness is impaired we can close the account, require a deposit or impose other conditions we feel to be appropriate.
4. You authorize us to honor oral and electronically transmitted instructions (fax or e-mail) originating from you, your employee or agent as valid authorization for us to act. Written authorization can be on our standard form or any other suitable form. We can honor instructions from any person we reasonably believe to be your employee or authorized agent. If you do not want us to recognize a person's continued authority to bind you, you must give us written notice of cancellation of authority or you will continue to be liable for charges incurred based on that person's instructions.
5. You agree to notify us in writing if your address or phone number changes.
6. We can amend these terms and conditions at any time. These terms and conditions govern the account until they are amended by us in a manner allowed by law.
7. We and you intend to comply with the usury laws of Texas and nothing in this Agreement will require the payment of interest in excess of the maximum amount allowed by law. If any excess interest is provided for, the provisions of this paragraph shall govern and no person will be obligated to pay interest in excess of the maximum allowed by law, and any excess rate of interest shall be automatically reduced to the amount allowed by law, and any excess interest which may have been paid shall be held to have been charged and paid by mutual mistake and shall be refunded or credited against the account.
8. This Agreement, the Rate Card, Insertion Order, Advertising Space Order and Standard Specifications for Advertising Materials together constitute the agreement of the parties. The terms, conditions and provisions of this Agreement and any document named above prevail over any conflicting terms in your purchase orders, contract terms, or other documents, unless we specifically agree in a written instrument signed by our President or Vice President that the other terms supersede these terms and conditions.
9. The terms and provisions of this Agreement are severable. The invalidity or unenforceability of any provision of this Agreement will not affect the validity or enforceability of any other provision. This Agreement is binding on, enforceable against, and inures to the benefit of the parties and their respective successors and assigns.



VEIN therapy NEWS

VEINTHERAPYNEWS.COM

# MEDIA KIT

**Vein Therapy News** is a joint Publications & Communications LP (PCI) print and web venture, with a bimonthly print publication written primarily by doctors and other experts in the vein medical specialty and supplemented with the latest industry news and product information.

*Veintherapynews* is about to enter its seventh year of providing a compelling educational and informational forum for doctors and educators on all aspects of venous disease and treatment. An independent publication, *Vein Therapy News* provides valuable articles written by surgeons, educators and other experts for our physician-reader base in phlebology, wound care, cosmetic and plastic surgery, all aspects of vascular care and family practice.

The editorial advisory board members are experts in various forms of venous treatment who regularly write for VTN and speak at conferences throughout the year because they have a passion for their medical specialties and a mentoring concern for new physicians joining the ranks. Editorial Advisory Board Drs. Ron Bush, Timothy Cawlfield, Laura Ellis, Lowell Kabnick, Edward Mackay, Deborah Manjoney, Jeffrey Miller, Melanie Petro, James White and J. Gordon Wright deserve much of the credit for the most professionally stimulating content and viewpoints, professional techniques, and medical procedures regularly available in articles in this new and fast growing vein publication. We are grateful for their help.

Veintherapynews.com is a resource for patients and the medical community, providing directories for physicians, clinics and vendors. Visitors can read digital copies of Vein Therapy News. In addition to the print and digital versions of Vein Therapy News the VTN website is another advertising vehicle for vendors who are interested in reaching vascular surgeons, vein clinics, and cosmetic surgery centers across the United States. Contact your account representative for details.

Our loyal advertisers have enjoyed their message being disseminated to the best list in the industry every bimonthly issue. Our ongoing effort to update our doctor and vein clinic list has been a joint effort between our advertisers and VTN's aggressive outreach for new practices entering the industry."

Parent company Publications & Communications, LP has more than 35 years of technical publishing experience, and publishes a variety of respected national trade publications.

For more information, see www.veintherapynews.com or www.pcinews.com.

## Circulation: 10,000 print bimonthly, 17,000 digital copies

Aesthetic Centers
Cardiovascular Surgeons
Cosmetic Surgeons
Cosmetic Surgery Centers
Dermatologists
General Surgeons
Interventional Radiologists
Laser Clinics
Med Spas
Phlebologists
Vascular Surgeons
Vein Centers

Included in a database of more than 22,000 clinics and doctors involved in vein treatment

## MEDIA CONTACTS


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## Advertising Rates

| Size | 1X | 3X | 6X |
|---|---|---|---|
| Tab Spread | $5,062 | $4,560 | $4,305 |
| Full Tab Page | 2,815 | 2,675 | 2,535 |
| Junior Page | 2,310 | 2,205 | 2,080 |
| 1/2 Page (H) | 2,205 | 2,085 | 1,980 |
| 1/2 Page (V) | 2,205 | 2,085 | 1,980 |
| 1/4 Page | 1,360 | 1,290 | 1,220 |
| 1/4 Page (V) | 1,360 | 1,290 | 1,220 |
| Spot (H) | 1,020 | 970 | 920 |
| Spot (V) | 1,020 | 970 | 920 |
| Open Display | $150 (minimum of 4 column inches) | | |

H=Horizontal V=Vertical

### Premium Positions:

Ad positions can be reserved for pages 3, 5, 7, center spread, back page, inside front and inside back for an additional 20 percent gross.

### Color:

Per page or partial page
**4 color** $450
Gutter bleeds available. Full bleeds available at no charge.

Color is non-commissionable.

## Electronic Media

We accept the following formats:
- InDesign
- Adobe Photoshop EPS/TIFF
- Adobe Illustrator EPS
- High-res (300dpi) PDF

Please include the following:
- All Macintosh screen and printer fonts. Use actual fonts, do not apply "local" style attributes (bold, italic)
- All resource files placed in the layout

Photoshop requirements
- CMYK or grayscale (not RGB) mode
- 300dpi resolution
- Save as TIFF or EPS (DCS off). If Photoshop file contains fonts, flatten to one layer and save as an EPS.

Illustrator requirements
- Colors CMYK (no spot colors)
- Convert all fonts to outlines

Color proofs
Please send a color proof. We do not guarantee exact color matching unless you send a MatchPrint™ proof. A black-and-white proof will also help us check for content accuracy.

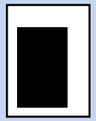
PDF requirements
Specify PDF/X-1a. This downsamples color and grayscale images to 300 ppi and monochrome images to 1200 ppi, embeds subsets of all fonts, creates untagged PDFs, and flattens transparency using the High Resolution setting.

## Sizes

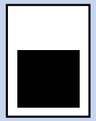
Width x Height in inches:

Trim size: 21" x 11.75"
Bleed: 21.5" x 12.2"
Safe Zone: .25"
"Safe Zone" Is the area inside the trim line where your text and graphics are not at risk of being cut off or lost into the binding in the final print, regardless of any variation in the trim.

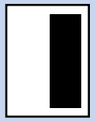
Trim size:
10.5" x 11.75"
Bleed: 11" x 12.25"
Safe Zone: .25"



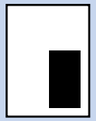
Junior Page
7.25" x 10.1875"



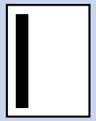
1/2 Horizontal
9.75" x 7"



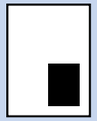
1/2 Vertical
4.75" x 10.625"



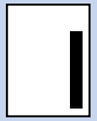
1/4
4.75" x 7"



1/4 Vertical
2.25" x 10.1875"



Spot Horizontal
4.75" x 4"



Spot Vertical
2.25" x 8"

## Closing Schedule

Space:
6th of Month–1 month prior to cover date.
(e.g.–June issue closes space May 6th)
Materials:
15th of Month–1 month prior to cover date.
(e.g.–June issue closes space May 15th)

## Specifications

**Printing Process:** high quality 40# glossy, web offset
**Binding Method:** saddle stitch
**Screen Ruling:** 300 dpi

**Other Advertising opportunities**

**Marketplace Section BUY/SELL/TRADE**
**3.5" x 2" Business Card Ads $475 (includes color)**

**Product Spotlight**
**250 words + color photo $525**
**500 words + color photo $950**

**Classifieds $115 per column inch**