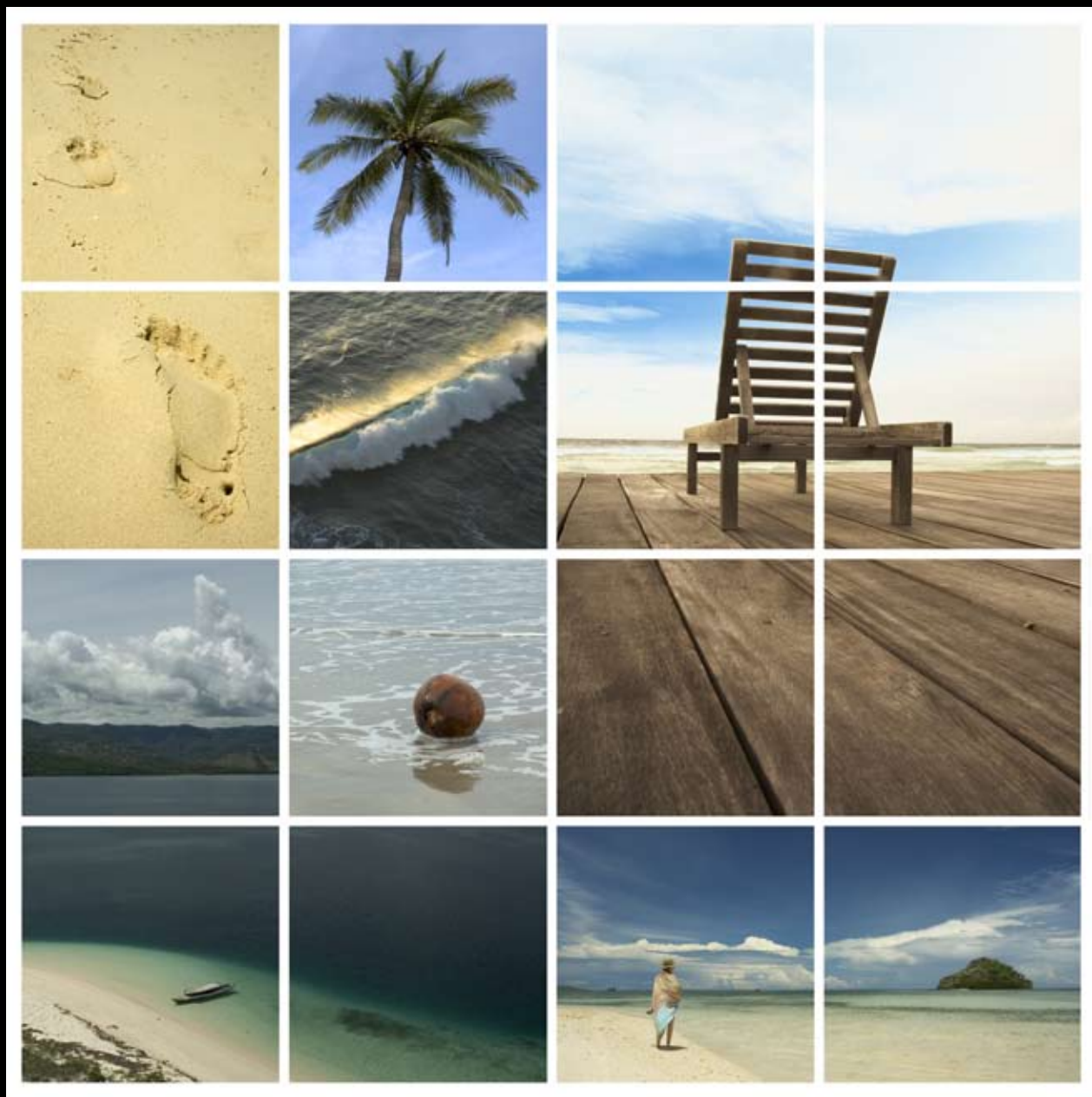


roam

Know the way



Dreams Resort and Spa (Puerto Vallarta)

moves NEW YORK MEDIA
RATE card
07



New York Moves and USA3000 announce an extraordinary advertising partnership giving you unprecedented access to your target consumer.

- New York Moves is a unique lifestyle and fashion magazine for career women. It offers professional twenty-one to thirty-five year old New York women a fresh voice with wit, irony and insight about the issues most relevant to them ---- from career moves, relationships and social issues, to fashion, culture, and entertainment.
- USA3000's innovative magazine, Roam, is a new genre of the in-flight magazine with an unparalleled approach to enhancing personalized customer experience. Roam offers its readers engaging and savvy content with up-to-the-minute information and a unique viewpoint about a broad array of lifestyle topics: travel, entertainment, sports, fashion, culture, and cuisine.

Together, New York Moves and USA3000 offer an exceptional opportunity to deliver you directly to your target audience across a spectrum of more than **2.5 million consumers**. We have created print advertising packages at discounted rates with special broadcast and online advertising bonuses. In addition, we offer exciting **event sponsorship** opportunities.



DEMOGRAPHIC

- Miscellaneous**
- 85% Leisure
 - 51% Male Travelers
 - 67% 35-55 Years of age
 - 74% Some College or University
 - 78% Professional, Management or Self-employed
 - 49% Female Travelers

- Flights per year**
- USA3000 customer travel
 - 29% 1-2 Flights
 - 35% 3-4 Flights
 - 19% 5 or more flights

ADSPECIFICATIONS

Only digital files are accepted.

Ad files must comply with these specifications:

1. Macintosh platform, Photoshop TIFF format only
2. No other formats are accepted

TIFF file specifications

1. Minimum 300 dpi
2. CMYK color; No spot or RGB color
3. Files must be created at 100% of the actual size
4. All work must be contained in a sign file
5. No hidden elements. All elements comprising a digital ad must be visible

Proofs

All materials must be accompanied by an accurate proof. If we do not receive materials to the exact specifications we require, we reserve the right to convert the files correctly and bill advertisers at a commercial rate.

Media Support and advertising

Send materials to:
FTP: ftp.newyorkmoves.com
Tel: 212-396-2394
Fax: 212-202-7615
mamoona yaqub:
myaqub@newyorkmoves.com

Payment Terms

Invoices are due upon receipt with approved credit. Interest is assessed at 1.5% per month more than 30 days past due. Billing date is the first day of the month of cover issue. First time advertisers must submit credit application or provide payment in full with the insertion order.

FILES:

- Ads should be saved as a PDF, at a minimum of 300 dpi with all images embedded, with fonts embedded or converted to outlines
 - Do not nest EPS in other EPS files
 - Include trim bleed of 1/4" on all sides
- QuarkXPress files will NOT be accepted

IMAGES:

- Save color images as CMYK in TIFF or EPS format. **DO NOT USE** RGB color or JPEG format
- Save black and white images in TIFF or EPS format

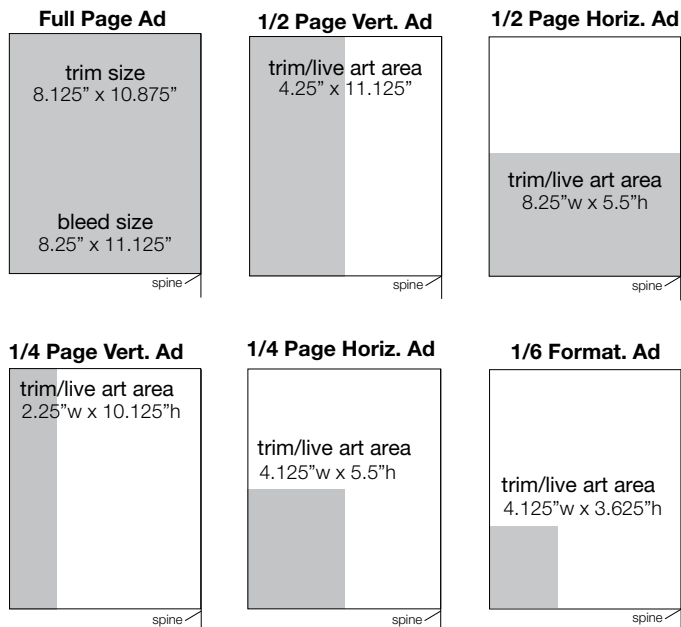
FONTS:

- Use only Type 1 or Adobe Type fonts. **True Type and Multiple Master fonts will not be accepted**
- Do not use stylized fonts (using the application to make the text bold, italic, etc.)
- Postscript fonts are required for each type style (Helvetica Bold, Helvetica Italic, etc.)

We strongly discourage submission of any native file formats as we cannot guarantee the quality of their reproduction.

If you must supply native files, please use the following guidelines when preparing these files:

- All screen fonts, printer fonts, logos, pictures, images, etc. must be supplied with the ad. Be aware that some placed or embedded elements may also need fonts
- All elements must be placed at 100% size. DO NOT rotate, scale or crop placed images
- All image resolution should be at 300 dpi. All line art resolution should be at 1200 dpi
- Pantone colors (PMS) must be converted to CMYK process.
- Build pages to trim size and extend bleed 1/8" beyond the document page. Supply all ads as single pages. When submitting spreads that have live image crossing the gutter, build the file from opposing trim size pages. Submit each page as a separate file following proper conventions for naming and bleed
- All ads must be supplied sized at 100%
- Supply a digital proof calibrated to SWOP



Partnership Advertising Rates

Both books



RATECARD

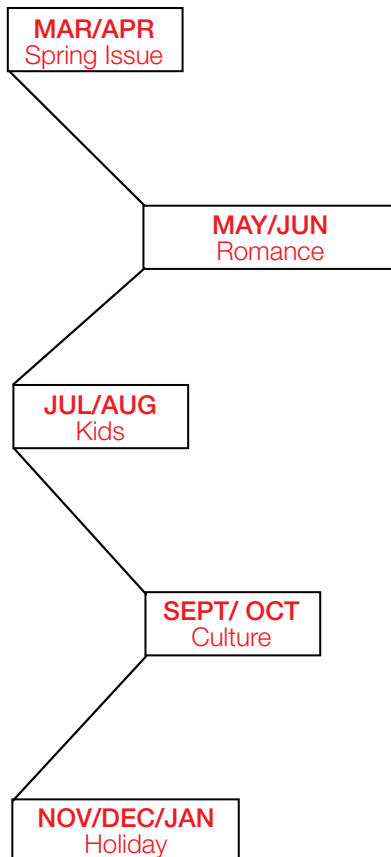
Bimonthly Advertising Rates

Size	1 x	2 x	3 x
Two Page Spread	\$12,570	\$11,315	\$10,060
Full Page Ads	\$6,800	\$6,125	\$5,445
1/2 Page Ads	\$4,220	\$3,800	\$3,380
1/4 Page Ads	\$2,175	\$1,960	\$1,740
1/6 Page Ads	\$1,125	\$1,480	\$1,315
IFC/IBC	\$8,040	\$7,235	\$6,360
IFC/IBC Spread	\$14,840	\$13,360	\$11,805
Outside Back Cover	\$8,660	\$7,790	\$6,925

Guaranteed Positions: 10% added to earned rate.

CALENDAR

Producing 6 issues per year



MAGAZINE DISTRIBUTION

Estimations	2007	2008
Passengers	2.6m	3.1m
Fleet (seasonal)	14	15*
Editions/year	5	5

* subject to management approval

Onboard Commercials

Our in-flight entertainment allows USA3000 to show feature length films or short selections to a "captive audience." We offer thirty or sixty-second spots shown prior to our short selection feature sitcom or immediately after the feature film presentation (time permitting). All footage must be provided in Beta Format.

Online Email Blast

Our most efficient form of direct communication with our consumers is by email announcement. We made a commitment to only correspond with them when we have something important to say. We attribute the high number of open rates and actual bookings to the integrity of these emails.

Exclusive to availability.

300,000 emails sent (not geo targeted) \$3000 value

DISPLAY ADVERTISING CONTRACT



4097 Lexington Avenue, New York, New York 10163
Telephone: 212.396.2394 Fax: 212.202.7615
Email: info@newyorkmoves.com
www.newyorkmoves.com

Date: _____

Advertiser: _____

Contract Year: _____

Number of Insertions: _____

Frequency Rate _____

Ad Size: _____ Color: _____ Flat Rate: _____

Dates of Insertion

New York Moves: Jan/Feb Mar April/May June July/Aug Sept Oct Nov/Dec

Roam: Jan/Feb Mar April/May June July/Aug Sept Oct Nov/Dec

Special Instructions: _____

Advertiser Brand: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip code: _____

Advertiser Executive: _____

Billing Contact: _____

1. The Publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements, which must comply with the US Code of Advertising Practice. 2. The Advertiser will indemnify any damage loss or expenses incurred to the publisher as a consequence of the Advertiser's announcement. 3. The placing of an order does not confer the right to renew on similar terms. 4. The Publisher will not be liable for any damages or loss caused by late publication, error or failure of an advertisement to appear. 5. The Publisher reserves the right to refuse cancellations. 6. The Publisher reserves the right to increase advertisement rates and to amend terms as regards space and frequency of insertion. 7. The Advertiser is liable to pay any series of discount earned should the Publisher receive a cancellation before the completion of the booking. 8. The Advertiser is responsible for all copy and materials sent to the Publisher. No Responsibility is taken by the Publisher for loss or damage. 9. Artwork will be returned unless requested and the Publisher reserves the right to destroy any artwork after it has been in his custody for a period over 6 months. 10. The Publisher takes no responsibility for color reproduction.

Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law. Commission deductions (15%) given for advertising agencies will be forfeited if payment is not received within 60 days from the invoice date. Account delinquency may affect advertiser's and/or advertising agency's ability to book space into future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. In the event of nonpayment, the advertiser and advertising agency on behalf of the advertiser, the advertiser and advertising agency shall be held jointly and severally liable to Publisher for payment hereunder. Cancellations are not accepted after space closing date. Advertising rates are subject to change. All contracts accepted are subject to these conditions and all other contract regulations and mechanical requirements of the rate card apply. All advertising is subject to Publisher's approval and agreement by advertiser and advertising agency to indemnify and protect Publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees arising out of publication of such advertisement.

Publisher reserves the right to terminate this agreement at any time for any reason solely by giving advertiser fifteen (15) days written notice of such cancellation. In the event of such cancellation, or in the event that the advertiser's advertising does not appear in any issue contracted for, both parties agree that actual damages would be difficult or impossible to calculate. As a result, Publisher's sole liability to Advertiser for such cancellation or failure to include shall be limited to liquidated damages in an amount equal to ten (10%) percent of the price payable by Advertiser under this contract for one month of advertising.

The laws of the state of New York shall govern the validity, performance and enforcement of this Contract. Any action brought in connection with this Contract shall be maintained in any court of competent jurisdiction in New York.

X _____

Authorized Signature/Title

X _____

Print

Fax Back: 212.202.7615

APPLICATION FOR CREDIT

To be considered for credit, please complete in full and return to:
P.O. Box 4097 Lexington Avenue New York, NY. 10163
Fax (212) 202-7615

Legal Business Name: _____ Doing Business as: _____
Billing Contract: _____ Title: _____
Address: _____
City / State / Zip: _____ Telephone: _____
Email: _____ Fax: _____

Type of Business:

If corporation, state of incorporation: _____ Year Incorporated: _____ Year Established: _____
Number of Employees: _____ Federal ID/ Social Security Number: _____
Name of owners and/or corporate officers: _____
Name (full legal name): _____ Title: _____ SSN: _____
Home Address: _____ City / State / Zip: _____ Home Phone: _____
Name (full legal name): _____ Title: _____ SSN: _____
Home Address: _____ City / State / Zip: _____ Home Phone: _____

Bank References:

1) Name: _____ Contact Person: _____ Phone: _____
Address: _____ City/State/Zip: _____ Account Number: _____
Date Opened: _____ Checking Savings Loan
2) Name: _____ Contact Person: _____ Phone: _____
Address: _____ City/State/Zip: _____ Account Number: _____
Date Opened: _____ Checking Savings Loan

Trade References:

1) Name: _____ Contact Person: _____ Phone: _____
Address: _____ City/State/Zip: _____ Account Number: _____
2) Name: _____ Contact Person: _____ Phone: _____
Address: _____ City/State/Zip: _____ Account Number: _____

To the best of my knowledge, the above facts are represented as true. I authorize New York Moves to obtain any information required concerning the statements and application hereon. I also authorize the above reference banks to release information as requested by New York Moves.

I agree that all invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law. Commission deductions (15%) given for advertising agencies will be forfeited if payment is not received within 60 days from the invoice date. Account delinquency may affect advertiser's and/or advertising agency's ability to book space into future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. In the event of nonpayment, the advertiser and advertising agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees. When advertising is placed by an advertising agency on behalf of the advertiser, and advertising agency shall be held jointly and severally liable to Publisher for payment hereunder.

The below-signed individual is an authorized representative at the corporation or a partner or owner.

Authorized Individual (print name) Authorized Signature Title Date

Sales representative name: _____ Sales representative number: _____