



America's Mortgage Banking Attorneys®

2010 Advertising Opportunities PRINT DISTRIBUTION

Reach your target audience through USFN's custom publication!

2010 USFN Report Editorial Calendar

Winter edition—
Legal Issues

Artwork Due: 12/11/2009

Distribution: February 2010

Spring edition—
Post-Foreclosure

Artwork Due: 3/12/2010

Distribution: May 2010

Summer edition—
Default Management

Artwork Due: 6/14/2010

Distribution: August 2010

Autumn edition—
Bankruptcy

Artwork Due: 9/13/2010

Distribution: November 2010

Print Ad Specifications: USFN Report

USFN Associate Members receive a discount on print advertising based on membership level.

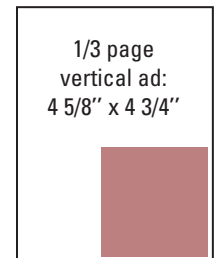
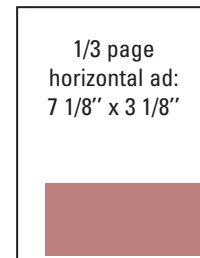
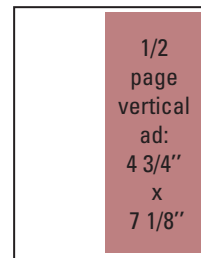
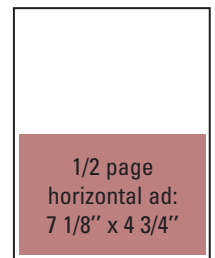
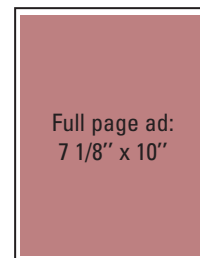
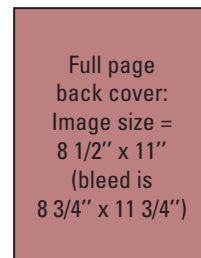
Platinum Level – 10% discount

Level 2 – 5% discount

Level 1 – 2% discount

PRINT ADVERTISING - USFN REPORT				
	Standard Rate	Platinum	Level 2	Level 1
1/3 Page	\$1,040.00	\$936.00	\$988.00	\$1,019.00
1/2 Page	\$1,400.00	\$1,260.00	\$1,330.00	\$1,375.00
Full-Page	\$1,800.00	\$1,620.00	\$1,710.00	\$1,765.00
Back Cover	\$2,100.00	\$1,890.00	\$1,995.00	\$2,058.00

Ad Specifications:



Colors: black, white, and PMS 295 (blue—can be used at no extra charge)

All ads should be in QuarkXpress for Mac (Version 6 or 5) with all supporting files (e.g., graphic files and screen & printer fonts)—in addition to either a PDF proof (not to be used for the actual artwork) or a laser print. QuarkXpress for PC, Photoshop for PC/Mac are also acceptable, although the fonts may need to be submitted.

All Ads:

Files can be emailed (along with PDF proof) or sent on disk with laser proof to Corky Retson at corkret@aol.com.

Mailing address is:
5273 Loleta Avenue,
Los Angeles, CA 90041.

Necessary changes will be made and billed accordingly at graphic designer's standard hourly rate.

2010 USFN Advertising Agreement

Publisher's Reservation

The publisher reserves the right to cancel or reject any advertising at any time, and to add the word "advertisement" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. Further, the publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions that the publisher receives which conflict with USFN publication specifications. Ad(s) will be invoiced with each edition.

USFN is hereby authorized to publish the advertisement of:

Company name

Contact name

Email

Phone

Please provide the contact information of your graphic designer:

Name

Phone

Email

The USFN Report Rates

Ad Size: Third (1/3) page

____ Horizontal ____ Vertical

Specify edition(s):

____ Winter (Feb.) ____ Spring (May)
____ Summer (Aug.) ____ Autumn (Nov.)

Ad Size: Half (1/2) page

____ Horizontal ____ Vertical

Specify edition(s):

____ Winter (Feb.) ____ Spring (May)
____ Summer (Aug.) ____ Autumn (Nov.)

Ad Size: Full page (back cover)

____ Horizontal ____ Vertical

Specify edition(s):

____ Winter (Feb.) ____ Spring (May)
____ Summer (Aug.) ____ Autumn (Nov.)

Agreed Conditions of Advertising

Advertiser and USFN agree that all advertisements with USFN are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject thereon. Advertiser agrees that all USFN publications acts on behalf of advertiser in performing the services provided for in this agreement. Insofar as USFN prepares and publishes advertising for the advertiser, advertiser agrees to indemnify and hold USFN harmless from any and all claims, liability, demands, or damages arising out of or on behalf of advertiser.

If for any cause, full amount of space is not used within the contract period, pro-rata rates will apply. Acceptance of an advertisement does not constitute approval or endorsement by USFN or its membership.

In the event the advertiser fails to pay the sums due to USFN in the amounts and at the times advertising costs become due, advertiser agrees to pay the sum of one and one half percent (1.5%) per month as interest and carrying charges on the unpaid balance, until paid and all costs of collection incurred.

Contract Authorized by:

Signature

Print Name

Title

Date