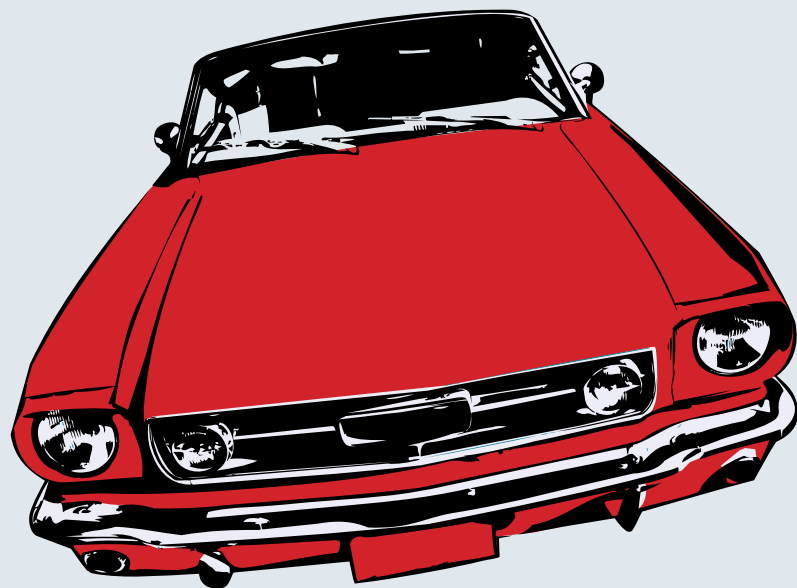




PUBLICATION SCHEDULE 2008

ISSUE	CALENDAR SUBMISSION DEADLINE	AD SPACE RESERVATION	AD MATERIALS DUE	DISTRIBUTION DATE
MAR/APR 2008	2/8/2008	2/8/2008	2/15/2008	FEB 25, 2008
MAY/JUNE 2008	4/11/2008	4/11/2008	4/16/2008	APR 25, 2008
JULY/AUG 2008	6/11/2008	6/11/2008	6/16/2008	JUNE 25, 2008
SEPT/OCT 2008	8/11/2008	8/11/2008	8/15/2008	AUG 25, 2008
WINTER 2008	10/10/2008	10/10/2008	10/17/08	OCT 27, 2008

DISPLAY ADVERTISING RATE CARD



For more information, please contact
Mac Thomas at 302.229.0229

307 A Street • Wilmington, DE 19801
302.655.6483

www.cruisingmagazine.net

Cruising Magazine is a monthly, full-color publication that serves as an all-inclusive reference guide for car and motorcycle enthusiasts throughout Delaware, Maryland, Pennsylvania and New Jersey. The publication is available at more than 300 locations in the four-state area. *Cruising Magazine's* editorial mission is to capture the passion of automobile and bike enthusiasts as well as provide a comprehensive events calendar, advice columns, classifieds, personality profiles and more.

Cruising Magazine is a product of TSN Publishing, a 23-year-old publishing company based in Wilmington, Del. TSN also publishes *Out & About Magazine*, *CityLife Magazine*, and the *DE Playbills*.

Publication Dates

Cruising Magazine is published five times a year in March, May, July, September and November.

Credit Policy

Cruising Magazine generally does not extend credit to first-time advertisers. Advance payment is required for the first two insertions. Clients can then be billed on a 30-day payment schedule upon credit approval. *Cruising Magazine* reserves the right to refuse advertising it deems inappropriate or offensive to its readership.

Agency Policy

Recognized advertising agencies providing acceptable print-ready electronic materials may receive a 15% commission on advertisements they place in the magazine. This commission is based on the net amount calculated after the frequency discount (if applicable) has been applied. Payment must be received within 45 days to qualify for the commission. Agencies will be charged for typesetting, camera work, etc., if materials do not arrive camera-ready.

Non-Profit Policy

Not-for-profit organizations that prove their tax-exempt status are eligible for a 10% discount on advertising space. Organizations cannot combine non-profit and agency discounts.

Closing

The standard deadline for all advertising materials is the 10th of each month. To guarantee placement, space should be reserved no later than the 5th of each month. If a proof is requested, changes must be made within two days of receiving a proof. Design changes to proof may result in a redesign charge.

All notices, press releases and event listings must be received no later than the 10th of each month. It is recommended that this information be presented to *Cruising Magazine* 30 days prior to the publication date. There is no guarantee that submitted information will appear.

Finance Charges

1½% per month computed from the first due date or part thereof not received on or before the 31st day after the due date.

Editorial Focus

First and foremost, *Cruising Magazine's* editorial mission is to provide the local automotive enthusiast with a comprehensive events guide. We include all types of car and motorcycle events, as well as club events and racing. We also strive to bring you entertaining articles from local experts on everything from detailing to legal issues. Finally, we want to spotlight our readers and area automobile and motorcycle enthusiasts with feature articles and photo galleries.

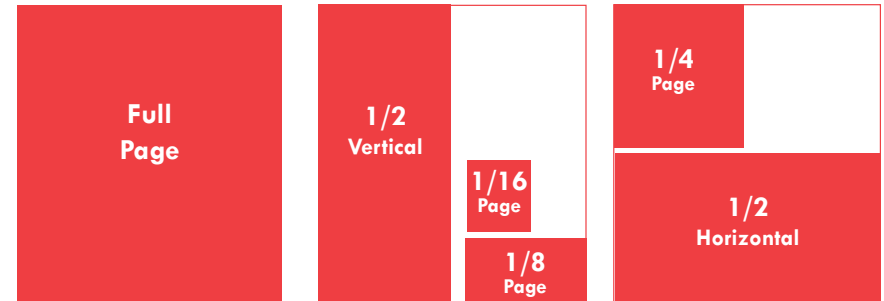
Distribution

Cruising Magazine is currently distributed at more than 300 distribution locations in Pennsylvania, New Jersey, and Delaware including racetracks, restaurants, auto repair shops, and retail stores. *Cruising Magazine* is also distributed directly to automobile and motorcycle enthusiasts at major shows and events in the area. Our distribution list continues to grow; please check the website for a complete list.

Audience

There are more than 400 auto and motorcycle clubs within the four-state area (Del., Md., N.J., Pa.) representing approximately 20,000 members. These clubs help conduct more than 1,800 shows, cruises and special events per year, resulting in a cumulative audience that exceeds 750,000. More than 50% of readers of automobile and motorcycle publications retain each issue for future reference and 88% take action as a result of reading (attend an event, make a purchase, look for more information).

DISPLAY ADVERTISING VISUALS



ADVERTISING DIMENSIONS

PAGE FRACTION	WIDTH	DEPTH
Full	9 3/4"	11 1/2"
1/2 Horizontal	9 3/4"	5 1/2"
1/2 Vertical	4 7/8"	11 1/2"
1/4	4 3/4"	5 1/2"
1/8	4 3/4"	2 5/8"
1/16	2 1/5"	2 5/8"

DISPLAY ADVERTISING RATES

PAGE FRACTION	1x	3x	5x
Full	900	810	750
1/2 Horizontal	500	460	410
1/2 Vertical	500	460	410
1/4	300	270	230
1/8	175	150	125
1/16	100	85	70

PREMIUM RATES

POSITION	1x	3x	5x
Back Cover	1100	1000	900
Inside Front Cover	1050	950	850
Inside Back Cover	1025	925	825
Page One	1025	925	825