

ELITE HOMES & YACHTS

PEOPLE

FASHION

TRAVEL

CULTURE

LOPROFILE

LOPROFILE.COM



The Lake of the Ozarks Magazine, international award-winning **L•O PROFILE MAGAZINE**: Bringing glamor and sizzle to the Lake of the Ozarks and the Midwest.

This large-format, feature publication portrays the lifestyle and passions of the Lake's most affluent and sophisticated.

With high-impact celebrity covers, elite homes and yachts, dining, entertainment, fashion, and the VIP Scene of the Lake, LOP creates engaging content and a witty, intelligent editorial style, making it the bi-monthly "must-read" amongst VIPs and the influential.

Created by Studio M Publishing, LLC

LOPROFILE.COM

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L•O PROFILE

LAKE OF THE OZARKS



LOCAL INTERVIEWS

Each issue of **L•O PROFILE** contains in-depth interviews and profiles of the influential “get-to-know” persons of the community, including business leaders and local personalities.

TRENDSSETTERS

The section is a must-read to discover who's who and their successes, loaded with mini-profiles and resources, introducing new businesses, trends, and the faces and personalities behind them.

VIP SCENE

L•O PROFILE keeps you up to date on the latest parties and premieres, special events, openings, and celebrity happenings in every issue.

YACHTS, CARS, BIKES, AND PLANES

L•O PROFILE features transportation trends locally and beyond. The best and most sophisticated means of travel will be highlighted in a fabulous pictorial, including owner profiles.

SPORTS Here you will discover all you need to know about local golf courses, the latest water sports trends, marine technology, and more.



ELITE HOMES AND DESIGN

Discover who and what's hot in design, interior amenities, architecture, and extreme living, featuring Lake style from sophisticated waterfront homes to unique, architecturally trendy estates.

ECONOMICS/INVESTMENTS/REAL ESTATE

Educate yourself on the latest investment moves and real estate developments before they happen while shopping for your million-dollar Lakeside retreat.



FASHION

Local models are featured in our trendy fashion section each issue, showcasing a range of styles and settings from business wear to bikinis, connecting you to the latest styles.

HEALTH/BEAUTY/SPA

Here you will discover wellness education, new beauty procedures, diets, and trends that will help maintain your youth.

DINING/WINE/SPIRITS

With its delicious coverage of the Lake of the Ozarks' unique waterfront restaurants and fine dining, **L•O PROFILE** informs, entertains, and delights your culinary senses. You will discover Insightful takes on wine, beer, spirits, and recipes from the Lake's most spectacular chefs.



MUSIC, ARTS, AND ENTERTAINMENT

Our about-town gurus capture the “Don't Miss” events of the Lake community. Whether it's festivals, fireworks, concerts, theater, or charity events, you will have a complete calendar to be a part of the crowd.



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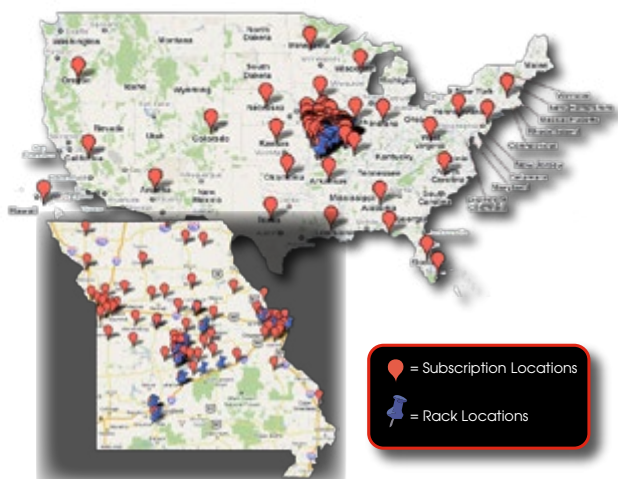
ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

L•O PROFILE

LAKE OF THE OZARKS

DISTRIBUTION MODEL

L•O PROFILE is available for sale at newsstands, in upscale bookstores, at local grocers, and in retail shops. Complimentary copies will be available at high-end hotels, private airports, within the health industry, from people of note, and from business leaders.



LOCAL DISTRIBUTION

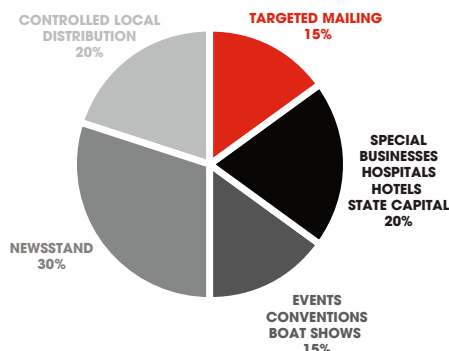
L•O PROFILE is distributed to health facilities, restaurants, nightclubs, salons, spas, high-end boutiques, and medical and business offices throughout the Lake of the Ozarks community.

SPECIAL EVENTS

L•O PROFILE is distributed FREE at charity benefits, community and Chamber of Commerce events, trade shows, local racks as well as other **L•O PROFILE** sponsored events.

TARGETED MAILING

The Big-Business Issue of **L•O PROFILE** Magazine is sent directly to over 3500 members of a combined five Chamber of Commerce Member roster list of the Lake's and the Midwest's most affluent executives and political leaders in the state.



L•O PROFILE Statewide Rack Locations and Special Distribution Points:

Mid-Missouri Hospital
Waiting Areas and
Gift Shops
Mid-Missouri and Local
Hotel Rooms, Lobbies
and Gift Shops
Mid-Missouri and Local
Medical Clinics

**CAMDENTON/
LINN CREEK, MO:**
Big O Tire
Camdenton Airport
Camdenton Area
Chamber of Commerce
Central Bank Lake of the
Ozarks - Camdenton Branch
[The] Fish and Co.
Kwik Kar Wash & Detail
Lake Regional
Pharmacy - Camdenton
Missouri Furniture
OakStar Bank
Old Kinderhook
Hotel/Resort
Ozarks Amphitheater
Ozark Cookie Co.
Stewart's Restaurant

COLUMBIA, MO:
Big O Tires
Boone Hospital
BMW of Columbia
Columbia Orthopedic Group
Columbia Regional Airport
Ellis Fischel Cancer Center
Hy-Vee Store, East Broadway
Joe Machen's Ford
Joe Machen's Toyota
Joe Machen's Dodge/Jeep
Mercedes-Benz of Columbia
Missouri Furniture
MIZZOU Arena
Schnuck's, Forum Blvd.
University of Missouri
Athletic Dept.
University of Missouri
Women's and
Children's Hospital

ELDON, MO:
Brew Brothers Coffee
Chamber of Commerce
Eldon Drug Company
Lake Regional Pharmacy
Rock Island Assisted Living

Serendipity Roasting
Company
Wood's Supermarket

**JEFFERSON
CITY, MO:**
American Elm
Big O Tires
Capital Regional Hospital
GFI
Jefferson City Chamber
of Commerce
Jefferson City
Flying Services
Jefferson City Library
Jefferson City Medical Group
Kwik Kar Wash & Detail
Missouri Furniture
Rusty Drawing Automotive
(Chevrolet, Toyota)
Schnuck's
State Capitol House and
Senate Chambers

KAISER, MO:
Bear Creek Restaurant
Lee C. Fine Airport

KANSAS CITY, MO:
Aristocrat Motors

LAKE OZARK, MO:
Alley Cats
Camden at the
Lake Gift Shop
Change Academy of
Lake of the Ozarks
JB Hook's
JJ Twigs Pizza & BBQ
Lake Area Chamber of
Commerce/Willmore
Lodge Visitor Center
Lake Ozark Ice Cream
Lake Regional
Pharmacy - Lake Ozark
L'I Rizzo's
Lodge of Four Seasons
Hotel/Resort Gift Shop
Marty Byrde's
Neon Taco
The Regalia Hotel and
Conference Center
The Resort at Lake
of the Ozarks
Rusty Rooster

Shawnee Bluff Winery
Stewart's
Tucker's Shuckers
Wood's Supermarket

LAURIE, MO:
Central Bank Lake
of the Ozarks
Lake Regional Pharmacy
Omega Coffee Company

LINN CREEK, MO:
Seven Springs Winery

OSAGE BEACH:
Big O Tires
Dierbergs
First Watch
Grand Glaize-Osage
Beach Airport
Great Stone Coffee
Hy-Vee Store Pharmacy
Hy-Vee Gas Station
Kwik Kar Wash Detail & Lube
Lake Regional Hospital
Lake Regional Pharmacy
L'I Rizzo's
Ozark Distillery

Paint Box Café
PaPpo's Pizzeria & Pub
Performance Boat Center
Redhead Lakeside Grill
RE/MAX Lake of the Ozarks
Starbucks
Vista Grande Mexican
Restaurant
Wobbly Boots Roadhouse
Wood's Supermarket

ROCKY MOUNT, MO:
Jolly Rogers Grub & Grog

ST. LOUIS, MO:
Plaza Lexus

**SUNRISE
BEACH, MO:**
Captain Ron's Bar & Grill
[The] Club at Porto Cima
[The] Cypress at the Lake
Lake House 13
Lake West Chamber
of Commerce
Wood's Supermarket

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ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

L•O PROFILE

MEDIA PLANNER

Every issue of L•O PROFILE features a glamorous cover and interview, plus intelligent editorial on Economics, Sports, Fashion, Health, Culture, Libations, Nightlife, Elite Homes, Cars, Bikes, Planes, and Yachts.



LAKE OF THE OZARKS



JANUARY/FEBRUARY: BIG BUSINESS-ECONOMIC STATS AND FORECAST FOR THE NEW YEAR

Deadline: November 25

• Investment/Real Estate/Banking/Buying Trends/Development and More

Special Feature: Power Players: An advertorial of the Lake's most influential business moguls and their tips to success.

MARCH/APRIL: HEALTH/FITNESS/BEAUTY Deadline: January 25

• Tips on achieving good health and a happy, healthy lifestyle.

Special Feature: Top Docs: An Advertorial index of the best professionals in the healthcare, spa, and fitness field.

MAY/JUNE: HOME/DESIGN/REAL ESTATEDeadline: March 25

• The best and latest ideas, styles, colors, and looks that help you build your dream house.

Special Feature: VIP: Build and Design Professional Profiles, an advertorial of Who's who at the Lake in the real estate, building and design industry.

JULY/AUGUST: ENTERTAINMENT/DINING/NIGHTLIFE - ANNUAL MARINE/BOATING EDITION (2 IN 1 EDITION)

• L•O PROFILE reveals venues for great Entertainment, Dining, Power Lunch Spots, and the Hottest Bars. PLUS - Performance Boating: SHOOTOUT Guide and Lake Race Results

Special Feature: An advertorial index of the Best bars and restaurants for your pleasures, plus Marine Industry Icons.

Deadline: May 25

SEPTEMBER/OCTOBER: ANNIVERSARY ISSUE—THERE'S NO PLACE LIKE HOME Deadline: July 25

Featuring the Annual Ambassadors of Hope Edition!

• Remembering the life, style, and good times of years gone by while welcoming the new.

Special Feature: Long-time businesses that have helped make the Lake what it is today through their charitable donations.

NOVEMBER/DECEMBER: HOLIDAY EDITION-WEDDING & PARTY PLANNING, PLUS RENEW & REMODEL

Deadline: September 25

• Happy Holiday ads, Gift Guide; Shopping Resources plus Remodeling Before and Afters

Special Feature: Event Planning Sourcebook: An advertorial guide to planners and professionals that will make your event special. Also, an Advertorial resource sourcebook for home contractors, remodeling specialists, interior design, and furniture showrooms.

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LAKE OF THE OZARKS

TARGET READERSHIP DEMOGRAPHICS:

70,000 Readers

Age 30 years and older

\$200,000 + min. Household Income

Profile: Business Executives, Dignitaries, Influential Lake Locals,

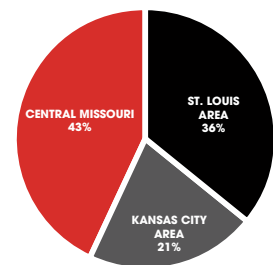
Multiple Home Owners, and Expendable Income Individuals

Five state area distribution through targeted mailings - 1500 copies

500 plus Subscribers and additional Digital downloads:

15 states: DC; WV; IN; MI; IA; IL; MO; KS; NE; TX; CO; NV; CA; OR; WA

Missouri Subscribers: 36% St. Louis Area; 21% Kansas City Area; 43% Central MO



MISSOURI SUBSCRIBER

LAKE OF THE OZARKS DEMOGRAPHICS:

84,000 + Second Homes (Benton, Camden, Morgan, & Miller County)

175,000 + Boats and Watercraft, (50% of which are 30 feet and larger, avg. value \$550,000)

10 Million + visitors per year, approx. 50% of state visitors

69% of Missourians who own second homes, own them at the Lake of the Ozarks

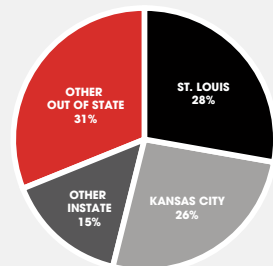
Non-Resident Property Owners are from:

St. Louis 28%; Kansas City 26%; Other In-State 15%; Out of State 31%

13 Billion per year Statewide MO Tourism total expenditures

16 Golf Courses within a 50-mile radius

Four public Airports total avg. of 500-575 private and corporate landings per week



NON-RESIDENT PROPERTY OWNERS

TARGET DISTRIBUTION: QUANTITY—APPROX. 10,000

Affluent Lake Area Residents/Second Home Owners

Hotel/Condo Rental units — approx. 1200

Six Community Airports: Camdenton, Grand Glaize, Lee C. Fine, Jefferson City, Columbia Regional, Eldon

Select Professionals — Approx. 5,000

Lake Area, Camdenton, Lake West, Jefferson City and Eldon Chamber members, approx. 3200

Newsstands — Columbia, Jefferson City, select St. Louis location, Lake area - HyVee, Woods, Dierbergs

Retail Shops — Hospitals, Hotel gift shops, Specialty stores — approx. 500

Community Events — approx. 4,500

Outside Area Mailings — 1800, see above “select professionals”

MO State Elected Officials — approx. 400

Physicians Mailboxes, 7 hospitals: Lake, Jeff City, Lebanon, and Columbia— approx. 1800

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LAKE OF THE OZARKS

AWARDS



AWARDS AND RECOGNITION

L•O PROFILE Magazine has been named a multiple award winner in two international Design and Excellence in Communication competitions, the prestigious MarCom Awards and The Communicator Award competition judged by the Academy of Interactive & Visual Arts.

L•O PROFILE has been recognized as a winner in multiple fields, including writing, design, and overall Consumer Magazine since its inaugural issue in 2007.

L•O PROFILE has also been awarded the small business of the year by the Lake of the Ozarks Economic Development Council.

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LOPROFILE LOPNEWS

LAKE OF THE OZARKS

PRINT PRICING

SIZE	1X 4/C	3X 4/C	6X 4/C
Full	\$2500	\$2200	\$2000
Spread	\$4200	\$3700	\$3200
1/2 Page	\$2000	\$1750	\$1500
1/3 Page	\$1300	\$1000	\$900
1/6 Page	\$800	\$700	\$600

Advertorial: Full Page

\$1250*

Advertorial: 1/2 Page

\$800*

*1/2 Price discount with purchase of display ad in same issue

Estates/Watercraft for Sale: Full Page

\$625 (Formatted by L-O PROFILE)

Estates/Watercraft for Sale: 1/2 Page

\$400 (Formatted by L-O PROFILE)

PREFERRED POSITIONS

Inside Back Cover

6X
4/C

\$3000

Inside Front Cover

\$3200

Back Cover

\$3500

PRODUCTION CHARGES

Full page	\$125	\$125
1/2 Page	\$75	\$75
1/3 Page	\$50	\$50
1/6 Page	\$25	\$25
Client Ad Photo		Minimum \$50

NOTES

RATE PROTECTION Rates are guaranteed for all space orders on contract for a period of three, six or 12 months. Cancellation of any portion of a contract voids all rates and position protection.

PREMIUM POSITIONING Add 15%

INSERTS Call for a quote.

PAYMENT TERMS All display-advertising orders require payment with artwork, unless agency or client has approved credit 30 days prior to closing. Full payment is due upon receipt of invoice.

CANCELLATIONS L-O PROFILE requires a 60-day advance written notice of cancellations prior to deadline date. Advertisers will be short-rate invoiced at the rate card rate.

ONLINE ADS

Applicable to both
LOPROFILE.com and LOPNEWS.com

Shopping Link	\$200/per month
Don't Miss Advertisement	\$200/per month
News Calendar	\$150/per month

DIGITAL VISIBILITY

LOPNEWS.com E-Newsletter	\$175/per month
LOPNEWS.com News Article	\$750 (published on all online platforms)

SOCIAL MEDIA

Facebook Post	\$150/per post
Instagram Post	\$150/per post
Twitter Post	\$80/per post
Triple Deluxe Package	\$300/per post

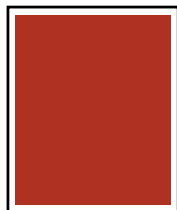
*Posted to all Social Media accounts

COMMERCIAL VIDEOGRAPHY

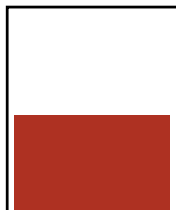
First 30 Seconds	\$150
Each Additional 30 Seconds	\$50
LOP Staff Host	\$100

*Interview Format, Minimum One Minute

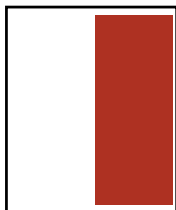
Video shared on
LOPNEWS.com and Youtube.
Additional cost for
social media post as noted.



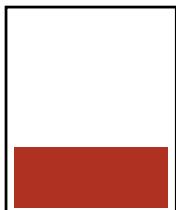
Full Page
9.375" x 12"



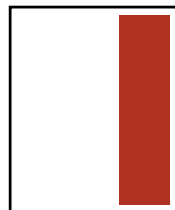
1/2 Page H
8.875" x 5.58"



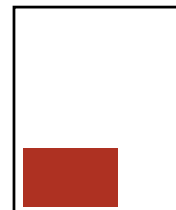
1/2 Page V
4.35" x 11.33"



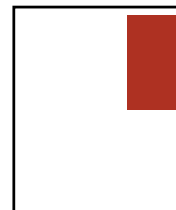
1/3 Page H
8.875" x 3.67"



1/3 Page V
2.92" x 11.33"



1/6 Page H
4.35" x 3.67"



1/6 Page V
2.92" x 5.58"

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Complete Promotional Marketing Packages

DIGITAL • SOCIAL • VIDEO • PRINT • NEWSLETTER
YOU TUBE • WEB SITE/LINKS • E:BLASTS

LOP's Objective: Your success...by promoting you, your Business, & your product to qualified consumers from a trusted resource.

Basic Package - \$300/month

- 1/6 size print ad, 6 time commitment - 6 specific issues designated
- LOP & LOPNEWS Digital Marketing (Continuous) - Web Banner ads; Shop web Links
- LOP Social Media Post 1/Year - Facebook/Instagram/Twitter
- LOPNEWS produced video & social media video post 1 time/Year
- Exclusive LOP/LOPNEWS Media Partner Logo recognition

Standard Package - \$500/month

- 1/3 size print ad, 6 time commitment - 6 specific issues designated
- Business Spotlight - 2 full pages in LOP with Social Media Promo Blast
- LOP & LOPNEWS Digital Marketing (Continuous) - Web Banner ads; Shop web Links
- LOP Social Media Post 6/Year - Facebook/Instagram/Twitter
- LOPNEWS produced video & social media video post - 3 times/Year
- Exclusive LOP/LOPNEWS Media Partner Logo recognition

Elite Package - \$800/month

- 1/2 size print ad, 6 time commitment - 6 specific issues designated
- Business Spotlight - 2 full pages in LOP with Social Media Promo Blast
- LOP & LOPNEWS Digital Marketing (Continuous) - Web Banner ads; Shop web Links
- LOP Social Media Post 9/Year - Facebook/Instagram/Twitter
- LOPNEWS produced video & social media video post - 4 times/Year
- Exclusive LOP/LOPNEWS Media Partner Logo recognition

Premier Package - \$1000/month

- Full page print ad, 6 time commitment - 6 specific issues designated
- 7th Full page Display or Advertorial print ad FREE
- LOP Launch Social Host with extensive Media Promotion
- People, Place, and PROFILES Radio Show co-host - 1/year
- Business Spotlight - 2 full pages in LOP with Social Media Promo Blast
- LOP & LOPNEWS Digital Marketing (Continuous) - Web Banner ads; Shop web Links
- LOP Social Media Post 12/Year - Facebook/Instagram/Twitter
- LOPNEWS produced video & social media video post - 6 times/Year
- Exclusive LOP/LOPNEWS Media Partner Logo recognition

DIGITAL ONLY PACKAGES AVAILABLE

info@lakeprofile.com | 573-365-2288 | LOPNEWS.COM



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MARKETING = BUSINESS GROWTH

THE
FUTURE OF YOUR BUSINESS
IS DEPENDENT
ON COMMUNICATING
A
CONSTANT MESSAGE TO
CONSUMERS.

LOP'S Mission = The Growth of Your Business



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ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE



PROFILE

LAKE OF THE OZARKS

L•O PROFILE only accepts PDF, JPG, InDesign, Photoshop, and Illustrator files in RGB or CMYK format with a color proof for our printer to use as a guideline when printing the magazine.

All images used in our ads or special advertising sections should be at a resolution of 300 PPI. Images for special advertising sections should be provided at 300 PPI at actual placement size.

PDFs may be provided if they are rendered at print quality. (Use press- or print-quality setting when exporting.)

Send files on CD or DVD with a color proof. If color is not critical you may email your ad to amanda@lakeprofile.com.

NOTE: All .tiff and .eps files should be flattened. Illustrator files should be saved as .eps with images embedded and fonts converted to outline. If fonts are not outlined, we may substitute a font if we do not own your font.

SPREAD

Spreads should be provided as facing single pages. See specs for full-page ads.

ADS VIA E-MAIL

Upon the approval of your account executive and/or production manager, digital files for ads may be sent via e-mail to amanda@lakeprofile.com.

AD SIZES

FINAL TRIM

BLEED

Full Page	9.375" x 12" (56p3 x 72p)	9.625" x 12.25"
½ Page Horizontal	8.875" x 5.58" (53p3 x 33p6)	Not needed.
½ Page Vertical	4.35" x 11.33" (26p1.5 x 68p)	Not needed.
⅓ Page Horizontal	8.875" x 3.67" (53p3 x 22p)	Not needed.
⅓ Page Vertical	2.92" x 11.33" (17p6 x 68p)	Not needed.
⅙ Page Horizontal	4.35" x 3.67" (26p1.5 x 22p)	Not needed.
⅙ Page Vertical	2.92" x 5.58" (17p6 x 33p6)	Not needed.

Note: All sizes are width x height. Please include an 1/8" bleed on all sides for full page ads. Be sure to keep text at least 1/4" from edge to allow for trim.

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You are authorized to reserve the following space for your advertisement in L•O PROFILE magazine and LOPNEWS.com at the indicated cost and subject to conditions and terms as follows. Please read carefully before signing.

DATE _____

ADVERTISER _____ PHONE _____ FAX _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

CONTACT _____ EMAIL _____

MEDIA PACKAGE _____ BASIC STANDARD PREMIER

PRINT AD SIZE _____ TIMES _____

AGENCY CONTACT _____ PHONE _____ EMAIL _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

SPECIAL INSTRUCTIONS/PLACEMENT REQUEST _____

JAN/FEB _____ MAR/APR _____ MAY/JUN _____ JUL/AUG _____ SEPT/OCT _____ NOV/DEC _____

TOTAL AMOUNT PER INSERTION \$ _____

BILLED MONTHLY \$ _____

TERMS

Invoices are due and payable upon receipt unless otherwise authorized by the account rep and/or publisher. On the day of space reservation, new advertisers may be required to give a good-faith down payment. Multiple insertion accounts must be paid in full before subsequent advertisements will be accepted.

All copy is subject to publisher's approval and acceptance. Any copy which resembles editorial matter, in the opinion of the publisher, shall have the word "advertisement" printed on the page. Publisher reserves the right to reject any advertisement. Special placement requests are subject to availability and are fulfilled on a first-come first-serve basis.

All advertisements are published for the benefit of the applicable agency and the advertiser, and each is jointly and separately liable for all charges. Advertisers and agencies are solely responsible and assume full liability for all contents and claims of their advertisements. If advertiser/agency does not supply acceptable artwork/film by deadline date, publisher will bill for contracted insertion cost; late ads may be subject to a late placement fee. Publisher shall not be liable for failure to publish or distribute all or any part of the publication because of labor disputes, accident, fire, act of God, or any other circumstances beyond the publisher's control. Further, publisher shall not be liable for damages if for any reason he fails to publish an advertisement.

Advertiser and/or Agency will indemnify and save publisher harmless from and against any loss or expense arising out of publication of advertisements, including without limitation, reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of privacy, plagiarism and copyright infringement.

Advertisements constructed by Studio M Publishing, LLC will remain the property of the same. Copies can be provided on digital media or as film, at an additional fee and considering all accounts are current and paid in full. Extensive design services available and provided by Studio M Graphics. Publisher is not responsible for supplied advertising materials left unclaimed 30 days after publication date. All advertising created by the publisher or its company are not considered a work made for hire and the publisher retains the copyright to all advertisements created for the advertiser.

Due to the timeliness and nature of this publication, this contract is NON-CANCELLABLE 60 days prior to publication date.

Agreed by _____ Date _____
FOR ADVERTISER (TERMS: NET 30 DAYS. 1.5% PER MONTH ADDED TO PAST DUE ACCOUNTS.)

Agreed by _____ Date _____
FOR STUDIO M PUBLISHING, LLC

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