

Image Credit: Comstock

***Northern New England Journey* inspires members to experience and explore their region and beyond.**

As North America's largest motoring and leisure travel organization, AAA provides more than 55 million members with travel, insurance, financial, and automotive-related services. AAA remains dedicated to serving members since our founding in 1902 and continues to be a trusted authority to its membership and one of today's strongest and most recognized brands.

Northern New England Journey, the magazine for AAA members in Maine, New Hampshire and Vermont, delivers insider access to local and national destinations, smart travel advice, immersive photography, captivating features and expert reporting on hotels, delectable food and current community events to over one million households.

Northern New England Journey's rich and engaging content offers an appealing and effective platform for reaching over 1.2 million readers throughout Northern New England six times per year.



Circulation: 545,000 | Audience: 1,253,500

Connect with AAA

AAA publications reach members through multiple touch points.

As a membership organization, AAA stays in constant communication with our members through regional magazines.

Northern New England Journey connects readers with advertisers through relevant content and thoughtful messaging creating engaging interactions and meaningful impressions. Become part of the AAA experience and connect with a vast community of consumers and travelers throughout Northern New England.



Circulation: 545,000 | Audience: 1,253,500

Audience Profile

Northern New England Journey readers spend more, travel more often and live more active lifestyles than the average Northern New England adult.

Readers are engaged with *Northern New England Journey*



80.8% read 3 or 4 out of 4 issues received



80.8% spend at least 15 minutes reading an average issue of *Northern New England Journey*



72.4% took action as a result of reading *Northern New England Journey*



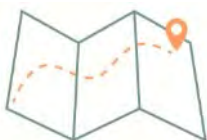
Readers trust and are inspired by *Northern New England Journey*



87.4% are inspired to travel to destinations featured in *Northern New England Journey*



75.3% feel encouraged to visit businesses advertised in *Northern New England Journey*



58.8% took actions related to travel planning as a result of reading *Northern New England Journey*

Demographics

Men	37.0%
Women	63.0%
Married/Couples	68.4%
Children at home	11.6%
Median Age	59.0
Age <55	36.7%
Median HHI	\$68,387
HHI \$100,000+	30.2%
Own home	79.2%
Median value of owned home	\$217,163
Attended/graduated college	90.2%
Bachelor's Degree+	58.9%

Readers and *Northern New England Journey*

Readers turn to *Northern New England Journey* for travel advice, current events and areas to explore near and far.

Northern New England Journey features exciting recommendations on a variety of destinations and activities, from local events and emerging neighborhood restaurants to quick weekend getaways and exhilarating international vacations.

Through expressive commentary and fresh editorial content, *Northern New England Journey* motivates readers to discover everything their region has to offer.



81.4% of *Northern New England Journey* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *Northern New England Journey* readers

55.1%
took a
Road trip



43.5%
took a
Weekend getaway



57.6%
took a
Domestic vacation



20.3%
took an
International vacation



10.5%
took a
Cruise



Editorial Calendar



Travel, food, family and local events in every issue

- **QuickEscape:** Getaway ideas for long weekends
- **Taste:** Restaurants, eateries and local celebrity chefs
- **Out&About:** Places to go, things to see, near and far

Image Credit: Digital Vision

<p>January/February Montreal winter festival</p> <ul style="list-style-type: none"> ● Kennebunkport, ME ● Scales, Portland, ME; Jacky Francois; scallops ● Portland Museum of Art 100th anniversary and renovation <p>Close: 11/1/2016 Materials: 11/8/2016 In home: 12/27/2016</p>	<p>March/April Cruising Europe and Caribbean Frank Lloyd Wright's 150 birthday</p> <ul style="list-style-type: none"> ● Bethlehem, NH ● T.J. Buckley's, Brattleboro, VT; New England boiled dinner ● Portsmouth, NH, Athenaeum 200th anniversary <p>Close: 1/4/2017 Materials: 1/11/2017 In home: 2/21/2017</p>	<p>May/June Tri-State area food trucks Cooking class in Tulum, Mexico</p> <ul style="list-style-type: none"> ● Bennington, VT ● Cure, Portsmouth, NH; Nathan Rich; fiddleheads and ramps ● Fort Knox, Maine, bridge 10th anniversary <p>Close: 3/3/2017 Materials: 3/10/2017 In home: 4/22/2017</p>
<p>July/August Boston's Financial/Seaport District Participatory archaeology with Boston's historian</p> <ul style="list-style-type: none"> ● Wiscasset, ME ● Fresh Restaurant, Camden, ME; Matt Louis; blueberries ● Bike Maine <p>Close: 5/1/2017 Materials: 5/8/2017 In home: 6/23/2017</p>	<p>September/October Historical reenactors New ways to see fall foliage</p> <ul style="list-style-type: none"> ● Concord, NE ● SoLo farm & Table, South Londonderry, VT; Aly Waks <p>Close: 7/3/2017 Materials: 7/10/2017 In home: 8/24/2017</p>	<p>November/December Photo Contest results Old theaters host community arts</p> <ul style="list-style-type: none"> ● Woodstock, VT ● Tamworth Lyceum, Tamworth, NH; Doug Paine; chowders <p>Close: 9/1/2017 Materials: 9/8/2017 In home: 10/24/2017</p>

Editorial calendar is subject to change



2017 Rate Card

General Advertising Rates

Rate Card #19

Effective January 2017

All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 12,320	\$ 11,700	\$ 11,090
2/3 Page	8,620	8,190	7,760
1/2 Page	7,400	7,030	6,660
1/3 Page	4,680	4,450	4,210
1/6 Page	2,840	2,700	2,560

B&W	1x	3x	6x
Full Page	\$ 9,850	\$ 9,360	\$ 8,870
2/3 Page	6,880	6,540	6,190
1/2 Page	5,910	5,610	5,320
1/3 Page	3,730	3,540	3,360
1/6 Page	2,250	2,140	2,030



Ad Sizes

Full Page & Spreads

Full page
7.875"W x 10.5"H

Spreads
15.75"W x 10.5"H

Add .125" bleed to all sides.
Live copy no less than .25" from trims.

2/3 Page

Vertical
4.5"W x 9.5"H

1/2 Page

Horizontal
6.875"W x 4.625"H

1/3 Page

Square
4.5"W x 4.625"H

Vertical
2.125"W x 9.5"H

1/6 Page

Vertical
2.125"W x 4.625"H



Print Advertising Specifications

Ad Close Dates

2017 Issue	Space Close	Materials Due	First Possible In Home Date
Jan/Feb	11/1/2016	11/8/2016	12/27/2016
Mar/Apr	1/4/2017	1/11/2017	2/21/2017
May/June	3/3/2017	3/10/2017	4/22/2017
Jul/Aug	5/1/2017	5/8/2017	6/23/2017
Sep/Oct	7/3/2017	7/10/2017	8/24/2017
Nov/Dec	9/1/2017	9/8/2017	10/24/2017



Ad Sizes

Full Page & Spreads

Full page
7.875"W x 10.5"H

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Add .125" bleed to all sides.
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1/3 Page

Square
4.5"W x 4.625"H

Vertical
2.125"W x 9.5"H

1/6 Page

Vertical
2.125"W x 4.625"H

Digital Ad Requirements

All ads must be uploaded to <https://acepubs.sendmyad.com>

- Ads must be submitted as a **PDF/X1a**
 - File must be flattened prior to saving as a PDF/X1a
 - File must be high resolution (300 dpi)
 - CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
 - Fonts should be imbedded
 - All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch
- Please be sure that your advertisement is created to specifications prior to uploading. Your first upload on <https://acepubs.sendmyad.com> is FREE. Additional ad uploads may incur additional production charges.

Production questions? Contact: **JoAnn Granich** • 714-885-2383 • granich.joann@aaa-calif.com



EDITORIAL OVERVIEW:

AAA Northern New England Journey is a magazine written and edited specifically for AAA Members in Maine, New Hampshire and Vermont. It offers timely coverage of local issues, plus vital consumer information about travel, insurance, automobiles and safety issues. In addition, the magazine contains departments offering expert advice for travelers and motorists, and money saving opportunities on local attractions, events and travel.

FREQUENCY: 6 times per year

TOTAL PAID & VERIFIED CIRCULATION

	May/June 2016 Issue	%	Rate Base	Above (Below)	%Above (Below)
Subscriptions					
Paid*	551,686	100%			
Verified	N/A				
Total Paid & Verified Subscriptions	551,686	100%			
Single Copy Sales	N/A				
Total Paid & Verified Circulation	551,686	100%	545,000	6,686	1.2%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jan/Feb 2016	553,312
Mar/Apr 2016	554,173
May/June 2016	551,686



3 YEAR TREND

	2014	%	2015	%	2016	%
Subscriptions						
Paid	534,128		543,917		551,686	
Verified	N/A		N/A		N/A	
Total Paid & Verified Subscriptions	534,128		543,917		551,686	
Single Copy Sales	N/A		N/A		N/A	
Total Paid & Verified Circulation	534,128		543,917		551,686	
Year Over Year Percent of Change				1.8%		1.4%
Average Annualized Subscription Price	\$2.00		\$2.00		\$2.00	

*Membership subscription in force as of March 31, 2016

CIRCULATION BY STATE AS OF JUNE 30, 2016

State	Paid Subscriptions
Alabama	19
Arizona	261
Arkansas	16
California	377
Colorado	173
Connecticut	308
Delaware	21
District of Columbia	24
Florida	2,420
Georgia	142
Idaho	25
Illinois	60
Indiana	43
Iowa	16
Kansas	13
Kentucky	31
Louisiana	21
Maine	242,723
Maryland	100
Massachusetts	1,765
Michigan	52
Minnesota	43
Mississippi	10
Missouri	30
Montana	25
Nebraska	11
Nevada	63
New Hampshire	195,741
New Jersey	142
New Mexico	52
New York	539
North Carolina	353
North Dakota	7

State	Paid Subscriptions
Ohio	98
Oklahoma	21
Oregon	78
Pennsylvania	190
Rhode Island	145
South Carolina	214
South Dakota	17
Tennessee	107
Texas	201
Utah	44
Vermont	104,168
Virginia	188
Washington	140
West Virginia	15
Wisconsin	43
Wyoming	15
<hr/>	
TOTAL 48 CONTERMINOUS STATES	551,310
Alaska	24
Hawaii	21
<hr/>	
TOTAL ALASKA & HAWAII	45
	90
U.S. Unclassified	-
<hr/>	
TOTAL UNITED STATES	551,355
Poss. & Other Areas	11
<hr/>	
U.S. & POSS., etc.	551,366
Canada	-
International	-
Other Unclassified	-
Military or Civilian Personnel Overseas	11
<hr/>	
GRAND TOTAL	551,377

DMA PAID SUBSCRIPTIONS BREAKDOWN AS OF JUNE 30, 2016

Bangor, ME	46,418	Portland-Auburn, ME	189,817
Burlington, VT	104,168	Presque Isle, ME	6,488
Manchester, NH	195,601	Other	140
		TOTAL DMA - ME/NH/VT	542,492

Northern New England JOURNEY

VERIFICATION OF CIRCULATION

USPS Form 3548

Publication Title	Northern New England Journey	Issue Verified	May/June 2016
Issue Frequency	6 times per year	Date	March 29, 2016

Distribution Information

Total Number of Direct Subscriptions <i>(Including gift subscriptions)</i>	None
Total Number of Subscriptions as Part of Dues	551,686
Total Number of Paid Subscriptions Through Agents	None
Total Number of Direct Requests Including Internet and Telephone <i>(Only for requester publications)</i>	None
Single Copies Sold Over Counter, Coin Machines, Street Vendors	None
Copies Furnished to News Agents and Dealers	None
Copies Purchased in Bulk Other Than News Agents and Dealers/Bulk Requests <i>(Not invariably paid)</i>	None
Other Requested Copies	None
Advertiser Proof Copies <i>(No more than one copy per advertiser)</i>	None
Exchange Copies	None
Other Paid Circulation <i>(Specify)</i>	None
Nonsubscriber or Nonrequester Copies <i>(Other)</i>	8,259
Total Paid/Requester Circulation	551,686
Total Distribution	559,945
Copies Furnished to News Agents and Not Sold <i>(Returned or destroyed)</i>	None
Office Copies, Spoiled Checking Copies, etc.	1,450
Total Production	561,395
Percent Paid/Request Circulation	98.5%

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with the United States Postal Service.

Parent Company: AAA Northern New England
 AAA Northern New England Journey
 68 Marginal Way
 Portland, ME 04101-2444
 P: (207) 780-6800
 F: (207) 780-6914
 www.aaa.com

VINCE TORRENUEVA
 Postal Affairs

Date Signed: 7/13/16

TAMARA HILL
 Publisher

KATHY BOWYER
 Manager Advertising Sales

Rate Card 19

Effective January 2017

TERMS OF SALE

Net 30 days from date of invoice. First time advertisers must prepay by Ad Close date. Publisher reserves the right to request further prepayment for so long as Publisher desires.

COMMISSION

15% paid to recognized agency on space, position, color and bleed charges, provided the account is paid within 30 days from invoice date.

COMBINATION RATES

Sold in combination with AAA Western Magazine Network.

SHORT RATES AND REBATES

Each page or fractional page counts as one insertion. Frequency discounts may be earned with any combination of different size insertions used during a 12-month period. If a greater frequency discount is earned, a rebate will be made. If the billed rate is not earned, the short rate will be based on the number of insertions actually run during the contract period. See Advertising Contract Provisions for more details.

CANCELLATIONS

Must be received from advertiser in writing prior to Materials Due date; all orders non-cancellable after Materials Due date of relevant issue. (See Section C of Contract Conditions.)

SEND ALL INSERTION ORDERS TO:

Northern New England Journey
Attn: Publication Sales
3333 Fairview Road
Mail Stop A327
Costa Mesa, CA 92626-1698
Tel: 714-885-2356
Fax: 714-885-2335

COPY REGULATIONS

A. The caption line "ADVERTISEMENT" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages.

B. When new ad material, covered by an uncanceled Insertion Order is not received by the applicable Materials Due date, copy run in the previous Issue will be inserted.

C. The Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on any order blank or copy instructions, when such conditions conflict with the Publisher's Advertising Policy Guidelines, Advertising Contract Provisions or Rate Card.

CONTRACT CONDITIONS

ADVERTISING CONTRACT PROVISIONS

A. In order to place advertising with AAA Northern New England, the publisher of *Northern New England Journey* ("Publisher"), Advertiser (as defined below) shall complete and execute an Advertising Contract & Insertion Order (the "IO" and together with the terms and conditions set forth in this Rate Card, collectively referred to as this "Contract"). "Advertiser" means the party designated in the IO as "CLIENT," unless an "AGENCY" is also designated in the IO, in which event, the party designated as "AGENCY" shall be the Advertiser hereunder. The publication indicated in the IO shall be referred to as the "Publication," and the issue(s) designated in the IO shall be referred to as the "Issue(s)."

B. Advertiser shall have the right, without liability to Publisher, to terminate the entire Contract at any time prior to the Ad Close date for the first insertion ordered under the Contract's IO.

C. Once the Ad Close date for any Issue has passed, but the Materials Due date for that Issue has not yet passed, Advertiser may, by written notice to Publisher received prior to the Materials Due date, cancel Advertiser's insertion for that issue by paying 10% (Ten percent) of the Earned Rate.

D. Once the Ad Close date and the Materials Due date for any Issue has passed, Advertiser may only cancel an insertion for that Issue with the written consent of the Publisher and upon payment of 100% (One hundred percent) of the Earned Rate for that insertion within 30 days after invoice date. Advertiser's failure to provide materials for an insertion in an Issue on or prior to the Materials Due date for that Issue shall be deemed a cancellation of such insertion, unless Publisher agrees in writing to an extension of the Materials Due date for that particular insertion.

E. Advertiser's cancellation of any insertion specified in the IO automatically nullifies any rate protection and any preferred position reservation as to any remaining insertions specified under the IO.

F. Publisher shall have the right, at its option, to terminate this Contract at any time by written notice to Advertiser, in which event, but subject to paragraph G below, Advertiser shall pay for insertions already published, and any Frequency Discount contracted for in the IO shall apply irrespective of the actual number of insertions published prior to such termination by Publisher. Such termination shall be effective in accordance with the provisions of paragraph R below.

G. Publisher shall have the right to terminate this Contract and any other agreements, contracts or insertion orders entered into by Advertiser and Publisher, at any time with or without notice to Advertiser upon the occurrence of any of the following ("Events of Default"): (i) a failure by Advertiser to pay in full any invoice on or prior to its due date, (ii) an insertion specified in the IO was not published within the Contract Period (as defined in the IO) as a result of one or more cancellations by Advertiser, or (iii) a breach by Advertiser of any other provisions of the Contract. In the event of such termination by Publisher, Advertiser shall pay Publisher for all insertions already published under the Contract at the Earned Rate. Failure of Publisher to terminate this Contract upon the occurrence of an Event of Default shall not be deemed a waiver of Publisher's right to terminate this Contract by reason of any subsequent Event of Default.

H. Publisher reserves the right to revise its advertising rates at any time. Any new rate immediately applies to insertions not previously covered by the Contract's IO. Insertions already covered by the IO may receive rate protection only if published in the six months immediately following the date when the new rates become effective. Advertiser may terminate this Contract on the date new rates become effective, provided that prior to said effective date, Advertiser gives to Publisher written notice of such termination; and, in the event of such termination, Advertiser shall only be liable for insertions already published and any Earned Discount contracted for in the IO shall apply irrespective of the actual number of insertions actually published prior to termination.

I. Publisher reserves the right at Publisher's sole discretion to revise or reject any advertisement or portion thereof. Publication of advertising copy shall not affect the Publisher's right to revise or reject the same copy thereafter. (See Advertising Policy Guidelines below)

J. Advertiser warrants and represents that any material submitted to Publisher is original; truthful and not misleading; does not violate any law or infringe the copyrights, trademarks, trade names, patents or other intellectual property rights of any other person; and contains no matter that is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or otherwise injurious to the rights of any other person; and Advertiser has obtained all necessary consents prior to submission to Publisher. Advertiser assumes all responsibility for all content (including, but not limited to, text, representations, names, photographs, and illustrations) of advertisements printed. Advertiser agrees to indemnify, defend and hold Publisher, its officers, members of its Board of Governors, employees and agents, harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses, resulting from or attributable to the publication of any material submitted by Advertiser under this Contract.

K. An IO that specifies pages or directs insertion of advertising in a special position or on a designated page or specifies "or omit" will not be accepted. Any provision in the IO specifying or barring the use of any page because of the kind of news or advertising on that page, on

its reverse side or on the facing page will not be legally binding upon Publisher but will be treated as a request only. Discontinuance of advertisements ordered "Till Forbid" (good until cancelled) and changes or cancellations of advertisements must be given in writing. No oral agreements will be recognized.

L. IN THE EVENT OF ANY ERROR OR OMISSION IN PRINTING OR OTHER INADVERTENT PUBLICATION OF AN ADVERTISEMENT, PUBLISHER'S LIABILITY SHALL NOT EXCEED THE COST OF THE SPACE USED OR THE COST OF THE INSERTION OMITTED. IN THE EVENT OF ANY OTHER BREACH OF PUBLISHER'S OBLIGATIONS UNDER THIS CONTRACT, PUBLISHER'S LIABILITY SHALL NOT EXCEED THE TOTAL AMOUNTS PAID BY ADVERTISER TO PUBLISHER UNDER THIS CONTRACT. Publisher shall have no liability under this paragraph unless it receives written notice of the error or omission no later than 30 calendar days after the Issue Date (as defined below) of the Issue in which or with respect to which the error or omission occurred. The cover of each Issue bears a designation consisting of (a) either one month, or two months separated by a forward slash, and (b) followed by year. The first day of the first month so designated shall be referred to herein as the "Issue Date." (By way of example only, January 1, 2017 is the Issue Date of the Issue designated "January/February 2017".) Where the same insertion is ordered for more than one issue, credit, if allowed, shall be for the first insertion only and may, at the sole discretion of Publisher, be given in the form of republication of the corrected advertisement. No adjustment will be made under circumstances in which Advertiser, its client or its agent is responsible for the error.

M. Advertiser authorizes Publisher, and any of its affiliates or agents, to obtain credit reports in Advertiser's name at any time.

N. To the extent Advertiser fails to pay any invoice from Publisher when due, Advertiser further agrees that Publisher may refer Advertiser's account to a collections agency. Advertiser acknowledges and agrees that Publisher, or any of its affiliates or agents, may from time to time report the credit experience of Publisher, or one of its affiliates, with Advertiser to third parties, including, without limitation, governmental authorities and credit reporting agencies. Advertiser hereby waives and holds Publisher harmless from and against any and all claims that Advertiser may have as a result of such reporting.

O. If Advertiser fails to pay an invoice from Publisher when due and payable, a late payment charge of 1.5% per month (or the highest rate permitted by law, if lower), will be applied, as of the thirty-first (31st) day after the invoice date, to the outstanding balance of such invoice and the agency commission, if applicable, is also revoked on the 31st day.

P. Publisher shall have the right at any time, at its sole discretion, to require prepayment for any advertising under this Contract (or any other insertion order submitted by Advertiser or Advertiser's client) on such terms as it may see fit. In the event Advertiser fails to make a prepayment within five (5) business days after delivery to Advertiser of a written demand from Publisher therefore, Publisher shall have the right to immediately terminate this Contract and any other agreement or insertion order entered into by Advertiser and Publisher, without further notice to Advertiser and without any liability to Publisher.

Q. If Advertiser is an advertising agency placing advertising on behalf of a client:

1. This Contract shall have no force or effect until (a) such client has executed and delivered to Publisher a letter on a form provided by Publisher, providing for, among other things, such client's liability in the event Advertiser fails to make timely payment of amounts owing to Publisher under this Agreement, or (b) Publisher waives in writing the requirement set forth in Clause (a).

2. This Contract creates a direct payment obligation of Advertiser to Publisher, irrespective of whether Advertiser is paid by its client, except to the extent Publisher receives valid payment from Advertiser's client.

3. Advertiser shall not be entitled to any advertising agency commission with respect to any invoice unless such invoice is paid within 30 days of invoice date.

R. Any notice required or permitted to be given under this Contract shall be in writing and shall be effective immediately upon receipt if

delivered personally or by reputable national overnight delivery service, or two (2) working days from mailing such notice if mailed through the United States mail, certified, postage prepaid, return receipt requested, and addressed to each party as follows: (i) if to Publisher at *Northern New England Journey*, 3333 Fairview Road, Mail Stop A327, Costa Mesa, CA 92626-1698, Attention: Publisher, and (ii) if to Advertiser, to the address(es) set forth in the boxes titled "Agency" and "Client" on the IO, to the extent either box is completed.

S. IN NO EVENT SHALL PUBLISHER BE LIABLE TO ADVERTISER FOR INDIRECT, SPECIAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF, OR RELATED TO, THIS CONTRACT, UNDER ANY THEORY OF LAW, EVEN IF ADVERTISER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

T. Advertiser agrees that no representations or warranties of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than that set forth in the Contract.

U. This contract shall be governed by the laws of the State of California. Any legal action relating to this Contract shall be brought in a State or Federal Court sitting in the County of Orange, State of California unless Advertiser and Publisher have initialed or executed an Agreement to Mediate, in which event, such Agreement to Mediate shall govern.

ADVERTISING POLICY GUIDELINES

A. All advertisements must be approved by the Publisher before they are deemed acceptable for publication in *Northern New England Journey*.

B. Publisher reserves the right to inspect or test any product or service to be advertised before the advertisement is deemed acceptable. Publication of any advertisement for a product or service tested by Publisher shall not be deemed an endorsement thereof by Publisher.

C. All advertising copy must comply with the guidelines established for editorial material in word, illustration, and design.

D. Priority of available advertising space will be given to Advertisers of products and services that bear a relationship to the demographics of *Northern New England Journey* subscribers. General categories include, but are not limited to: (1) automobiles, other vehicles, and transportation facilities; (2) accommodations, resorts, restaurants, recreational areas, tours, and cruises; (3) consumer electronics and sporting equipment; and (4) aftermarket products and services related to the above categories.

E. Advertisements of products or services in which *Northern New England Journey* has a special expertise or in which the ad might be construed as an endorsement must receive specific approval by the Publisher with regard to the veracity of the ad or the product or service advertised. Examples include (1) automotive products, (2) insurance products, (3) vehicle-repair business or products, (4) travel related products or services, and (5) group purchase plans.

F. Advertisements considered unacceptable (unless approved in advance in writing by Publisher in its sole discretion) include, but are not limited to, the following: (1) distilled spirits, tobacco products, any type of cigarettes, collectible coins, and precious metals; (2) all "per inquiry" arrangements; (3) personal vanity products (such as those claiming to restore hair, reduce weight, remove fat, increase bust size, restore youth, improve sexuality); (4) get-rich-quick schemes, speculative offerings, and any claims made to amass personal fortunes or to guarantee "winning" (5) garish displays, unacceptable posture of models, or advertisements that might appeal to sensuous or prurient interests; (6) political candidates or causes; (7) religious persons or doctrines; (8) escort services; and (9) illegal or questionable products or services. Advertisements for products or services not included in the categories set forth above may also be unacceptable if, in the opinion of the Publisher, they are considered inappropriate for publication in *Northern New England Journey*.