



***Texas 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.

Texas Journey, the magazine for AAA members in Texas, 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.

Texas Journey's rich and engaging content offers an appealing and effective platform for reaching over 2.8 million readers throughout Texas six times per year.



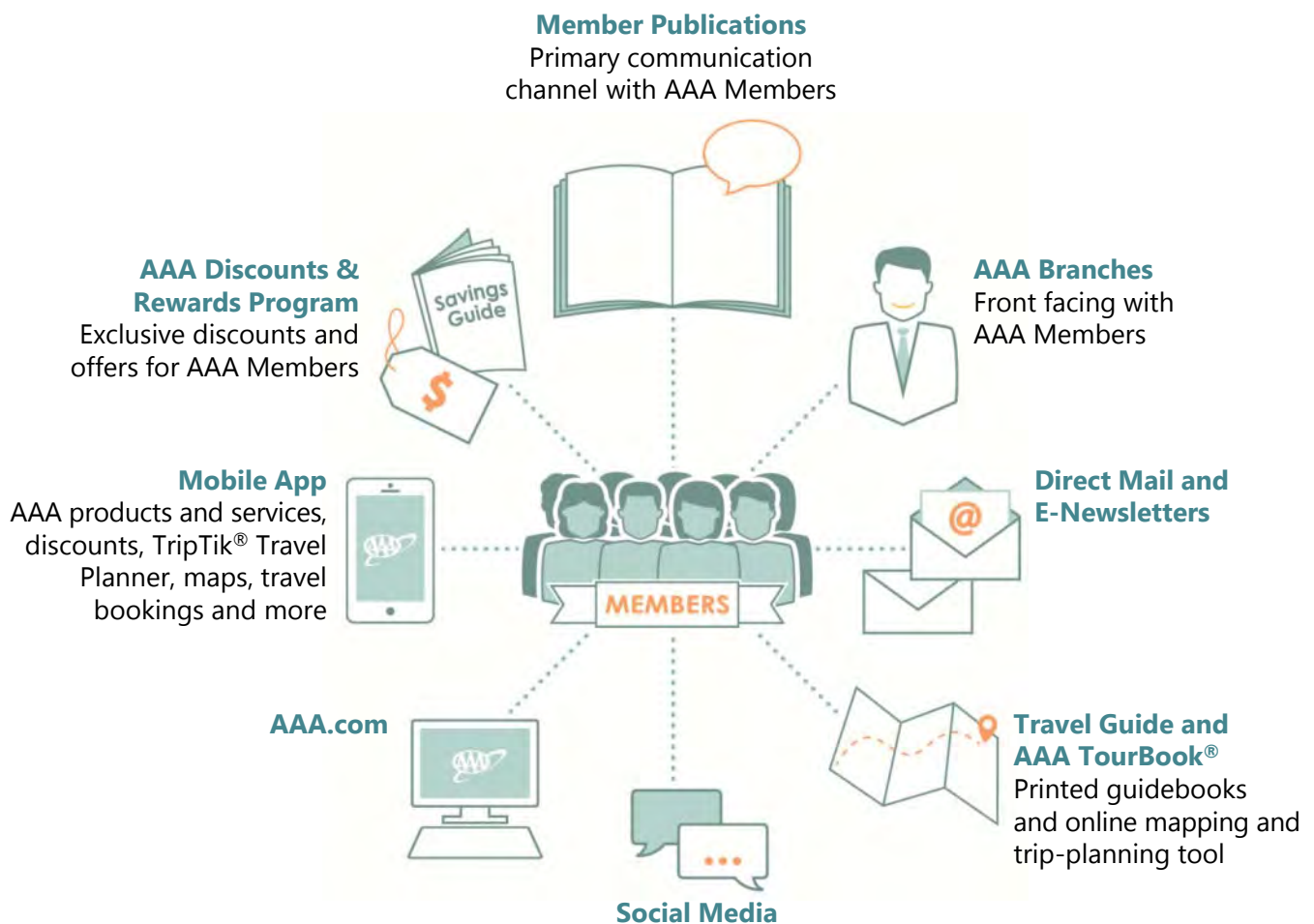
Circulation: 1,040,000 | Audience: 2,808,000

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.

Texas 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 Texas.



Circulation: 1,040,000 | Audience: 2,808,000

Audience Profile

***Texas Journey* readers spend more, travel more often and live more active lifestyles than the average Texas adult.**

Readers are engaged with *Texas Journey*



69.0% read 3 or 4 out of 4 issues received



78.7% spend at least 15 minutes reading an average issue of *Texas Journey*



70.9% took action as a result of reading *Texas Journey*



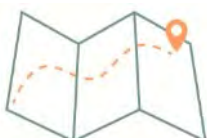
Readers trust and are inspired by *Texas Journey*



85.0% are inspired to travel to destinations featured in *Texas Journey*



77.7% feel encouraged to visit businesses advertised in *Texas Journey*



61.2% took actions related to travel planning as a result of reading *Texas Journey*

Demographics

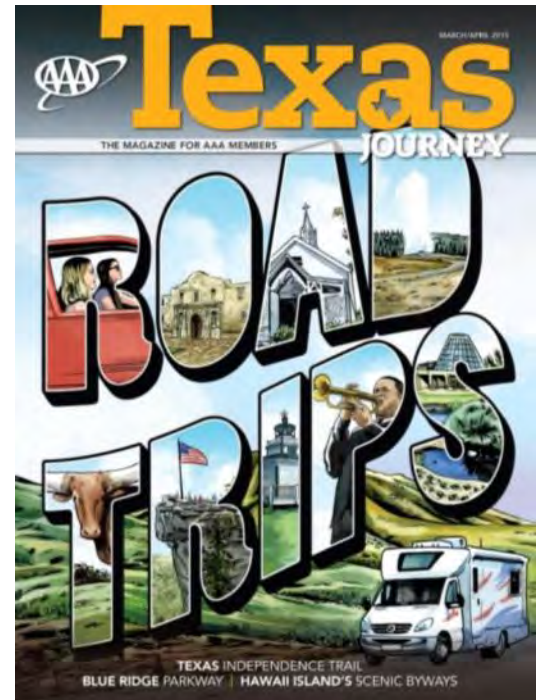
Men	48.3%
Women	51.7%
Married/Couples	63.8%
Children at home	16.4%
Median Age	58.3
Age <55	40.0%
Median HHI	\$73,928
HHI \$100,000+	36.4%
Own home	75.2%
Median value of owned home	\$212,140
Attended/graduated college	90.1%
Bachelor's Degree+	58.3%

Readers and *Texas Journey*

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

Texas 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, *Texas Journey* motivates readers to discover everything their region has to offer.



83.1% of *Texas Journey* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *Texas Journey* readers

55.2%
took a
Road trip



46.0%
took a
**Weekend
getaway**



56.6%
took a
**Domestic
vacation**



19.0%
took an
**International
vacation**



13.0%
took a
Cruise



Editorial Calendar

Travel, food, family and local events in every issue

- **GoingPlaces:** Places to go, things to see, near and far
- **DayTrip:** Hidden gems and places in Texas
- **CurrentEvents:** Texas events worth exploring
- **Texas Kitchen:** Members share their favorite recipes—and the stories behind them



Image Credit: Thinkstock

January/February

2017 photo contest winners
Inside look at colorful Cuba
Courir de Mardi Gras in Lake Charles

- McAllen's aloe farm; Hill Country Science Mill in Johnson City
- Houston Heights

Close: 11/1/2016
Materials: 11/8/2016
In home: 12/20/2016

March/April

Texas cook-offs around the state
Budget Hawai'i
Boulder's Chautauqua Park & Cottages

- Texas botanical gardens; Brazos Valley Cheese Cave; Abilene zoo
- Georgetown

Close: 1/4/2017
Materials: 1/11/2017
In home: 2/21/2017

May/June

Texas Water Safari, "the world's toughest canoe race"
Canada

- Uptown Dallas Food Tours; South Padre Island turtles
- Port Aransas

Close: 3/3/2017
Materials: 3/10/2017
In home: 4/21/2017

July/August

Creative ways to stay cool this summer
China
Drive-in theaters

- Castroville

Close: 5/1/2017
Materials: 5/8/2017
In home: 6/22/2017

September/October

Texas Butterfly Festival
Scenic byways in Ozark National Forest
Luchese Boots

- Texas Olive Company
- Magnolia Street, Fort Worth

Close: 7/3/2017
Materials: 7/10/2017
In home: 8/23/2017

November/December

German Texas—food, festivals, history
Holiday in Germany
Après ski scene in Breckenridge, CO

- Fun things to see and do in Texas
- Bastrop

Close: 9/1/2017
Materials: 9/8/2017
In home: 10/23/2017

Editorial calendar is subject to change



2017 Rate Card

General Advertising Rates

Rate Card #21
 Effective January 2017
 All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 20,400	\$ 19,380	\$ 18,360
2/3 Page	14,300	13,590	12,870
1/2 Page	12,760	12,120	11,480
1/3 Page	7,650	7,270	6,890
1/6 Page	4,500	4,280	4,050

B&W	1x	3x	6x
Full Page	\$ 16,310	\$ 15,490	\$ 14,680
2/3 Page	11,440	10,870	10,300
1/2 Page	10,200	9,690	9,180
1/3 Page	6,130	5,820	5,520
1/6 Page	3,610	3,430	3,250



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



2017 Rate Card

Travel Guide Advertising Rates

Rate Card #21
Effective January 2017
All rates are net

4 Color		1x	3x	6x
1/3 Page	\$	5,720	\$ 5,430	\$ 5,150
1/6 Page		3,320	3,150	2,990
3 inch		2,200	2,090	1,980
2 inch		1,490	1,420	1,340
1 inch		750	710	680

B&W		1x	3x	6x
1/3 Page	\$	4,550	\$ 4,320	\$ 4,100
1/6 Page		2,670	2,540	2,400
3 inch		1,760	1,670	1,580
2 inch		1,170	1,110	1,050
1 inch		610	580	550

Travel Guide Ad Sizes

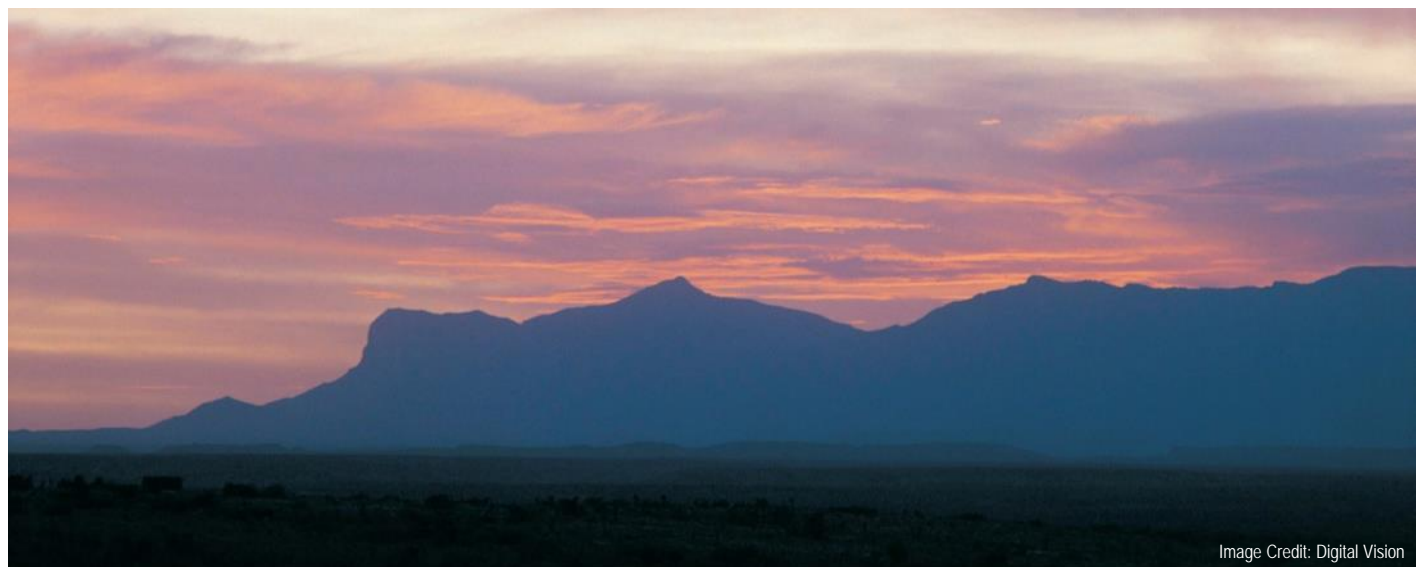
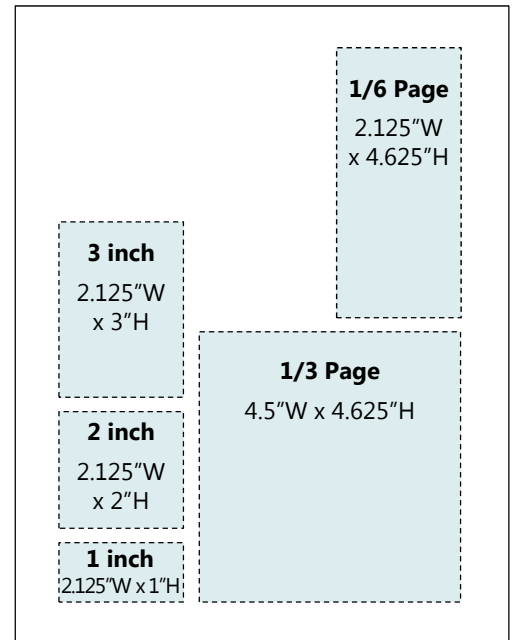
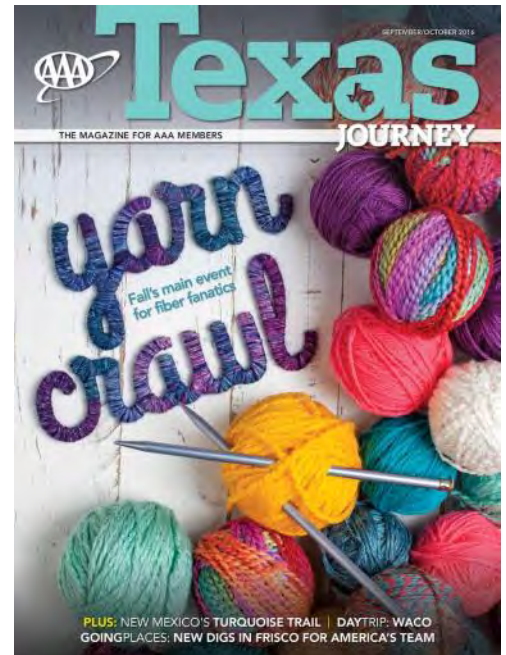


Image Credit: Digital Vision

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	12/20/2016
Mar/Apr	1/4/2017	1/11/2017	2/21/2017
May/June	3/3/2017	3/10/2017	4/21/2017
Jul/Aug	5/1/2017	5/8/2017	6/22/2017
Sep/Oct	7/3/2017	7/10/2017	8/23/2017
Nov/Dec	9/1/2017	9/8/2017	10/23/2017



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.
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6.875"W x 4.625"H

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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: **Miriam Moritz** • 714-885-2392 • mortiz.miriam@aaa-calif.com



EDITORIAL OVERVIEW:

AAA Texas Journey is a magazine written and edited specifically for AAA Members in Texas. 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*	1,057,749	100%			
Verified	N/A				
Total Paid & Verified Subscriptions	1,057,749	100%			
Single Copy Sales	N/A				
Total Paid & Verified Circulation	1,057,749	100%	1,040,000	17,749	1.7%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jan/Feb 2016	1,048,761
Mar/Apr 2016	1,048,999
May/June 2016	1,057,749



3 YEAR TREND

	2014	%	2015	%	2016	%
Subscriptions						
Paid	981,142		1,026,232		1,057,746	
Verified	N/A		N/A		N/A	
Total Paid & Verified Subscriptions	981,142		1,026,232		1,057,746	
Single Copy Sales	N/A		N/A		N/A	
Total Paid & Verified Circulation	981,142		1,026,232		1,057,746	
Year Over Year Percent of Change				4.6%		3.1%
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	State	Paid Subscriptions
Alabama	170	Ohio	393
Arizona	692	Oklahoma	661
Arkansas	273	Oregon	286
California	2,160	Pennsylvania	328
Colorado	902	Rhode Island	33
Connecticut	129	South Carolina	208
Delaware	29	South Dakota	63
District of Columbia	57	Tennessee	348
Florida	1,403	Texas	1,041,382
Georgia	473	Utah	149
Idaho	104	Vermont	23
Illinois	450	Virginia	477
Indiana	203	Washington	524
Iowa	132	West Virginia	43
Kansas	246	Wisconsin	158
Kentucky	118	Wyoming	35
Louisiana	522		
Maine	60		
Maryland	235	TOTAL 48	
Massachusetts	279	CONTERMINOUS	1,056,761
Michigan	277	STATES	
Minnesota	197		
Mississippi	130	Alaska	56
Missouri	317	Hawaii	74
Montana	73	TOTAL ALASKA &	130
Nebraska	84	HAWAII	
Nevada	303		
New Hampshire	52	U.S. Unclassified	-
New Jersey	253	TOTAL UNITED	1,056,891
New Mexico	369	STATES	
New York	439		
North Carolina	492	Poss. & Other Areas	20
North Dakota	27	U.S. & POSS., etc.	1,056,911
		Canada	-
		International	-
		Other Unclassified	-
		Military or Civilian	64
		Personnel Overseas	
		GRAND TOTAL	1,056,975

DMA PAID SUBSCRIPTIONS BREAKDOWN AS OF JUNE 30, 2016

Abilene - Sweetwater	5,878	Laredo	1,238
Amarillo	11,731	Lubbock	9,762
Austin	108,383	Odessa - Midland	7,369
Beaumont - Port Arthur	8,890	San Angelo	2,847
Corpus Christi	12,340	San Antonio	98,821
Dallas - Ft Worth	347,185	Tyler - Longview	19,356
El Paso	12,704	Victoria	1,707
Harlingen - Weslaco - Brownsville - McAllen	11,102	Other	38,674
Houston	343,395		
		TOTAL DMA - Texas	1,041,382

Texas JOURNEY

VERIFICATION OF CIRCULATION
USPS Form 3548

Publication Title	Texas 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	1,057,749
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>	32,428
Total Paid/Requester Circulation	1,057,749
Total Distribution	1,090,177
Copies Furnished to News Agents and Not Sold <i>(Returned or destroyed)</i>	None
Office Copies, Spoiled Checking Copies, etc.	3,475
Total Production	1,093,652
Percent Paid/Request Circulation	97.0%

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 Texas
AAA Texas Journey
6555 North State Highway 161
Irving, TX 75039-2402
P: (469) 221-6006
F: (469) 221-6055
www.aaa.com


VINCE TORRENUOVA
Postal Affairs


TAMARA HILL
Publisher


KATHY BOWYER
Manager Advertising Sales

Date Signed: 7/13/16

Rate Card 21

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:

Texas 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 Texas, LLC, the publisher of *Texas 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 *Texas 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 *Texas 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 *Texas 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 *Texas 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 *Texas Journey*.