

CFO 2009 Global Rates (gross)

Includes *CFO* (U.S.) and *CFO Europe*

4-COLOR	1X	3X	6X	9X	12X	18X	24X
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FULL PAGE	\$115,189	\$112,451	\$110,583	\$108,717	\$106,290	\$79,882	\$78,572
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HALF PAGE	\$75,086	\$73,291	\$72,083	\$70,873	\$69,332	\$53,521	\$52,644
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2-COLOR	1X	3X	6X	9X	12X	18X	24X
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FULL PAGE	\$107,089	\$104,541	\$102,803	\$101,066	\$98,813	\$74,289	\$73,072
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HALF PAGE	\$69,807	\$68,136	\$67,014	\$65,891	\$64,457	\$49,774	\$48,957
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BLACK AND WHITE	1X	3X	6X	9X	12X	18X	24X
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FULL PAGE	\$82,028	\$80,082	\$78,750	\$77,413	\$75,658	\$55,917	\$55,000
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HALF PAGE	\$53,391	\$52,118	\$51,256	\$50,393	\$49,279	\$37,464	\$36,851
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Circulation

Issues Published

<i>CFO</i>	450,050	Monthly, 10 times a year, with January/February and July/August being a double issue.
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<i>CFO Europe</i>	52,155	Monthly, 10 times a year, with December/January and July/August being double issues.
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<i>CFO Global Outlook</i>	52,155	Special annual edition, published in December.
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Space Close Dates

U.S.: Six weeks prior to issue date. For example, the April issue closes February 15th.

Europe: Three weeks prior to issue date. For example the March issue closes February 15th.

CFO Ad Policies

Covers, Guaranteed Positioning and Bleed

- Cover 2, earned rate plus 15%
- Cover 3, earned rate plus 10%
- Cover 4, earned rate plus 20%

Add 10% to earned rate for guaranteed positioning in the magazine. For bleed, add 10% to published rates, including color costs. No charge for gutter bleed on 2-page spreads.

Furnished Inserts

Insert Cards	Earned B&W rate per page less 20%
2-4 Pages	Earned B&W rate per page less 30%
6-8 Pages	Earned B&W rate per page less 40%
10-18 Pages	Earned B&W rate per page less 50%
20+ Pages	Earned B&W rate per page less 60%

Consecutive Page Discount

Advertisers running space units on four or more consecutive pages earn a 10% discount

Agency Commission

15% to recognized agencies if paid within 30 days of invoice. Payment in U.S. currency only or British currency (if applicable). Pre-payment is required for first-time advertisers.

Cancellation or changes in U.S. advertisement orders must be received in writing prior to the published closing date. Cancellations will not be accepted after the published closing date. Cancellation or changes of Europe orders cannot be accepted within eight weeks of insertion dates. Late delivery of material after the final deadline will incur forfeiture of the space booked at full cost.

The Publisher reserves the right to reject or cancel an advertisement for any reason at any time.

CFO Publishing Corp. is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates. *CFO* magazine is dedicated to reproducing ads exactly to customer specifications. A color proof is required for all ads. If not submitted, we cannot guarantee the color reproduction.

All advertisements are accepted and published in *CFO* upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold CFO Publishing Corp. harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in *CFO*, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.

It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in *CFO* magazines.

No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of *CFO*'s rates will be binding on CFO Publishing Corp. CFO Publishing Corp. has the right to insert the advertising anywhere in *CFO* at its discretion, and any conditions on contracts, orders or copy instructions involving the placement of advertising within an issue of *CFO* (such as page location, competitive separation or placement facing editorial content) will be treated as a positioning request only and cannot be guaranteed. CFO Publishing Corp.'s inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

CFO Publishing Corp. shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of an issue or issues of *CFO* magazines because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of CFO Publishing Corp.