

KANSAS CITY'S #1 ENTERTAINMENT WEBSITE

REVEAL

DINING - NIGHTLIFE - ENTERTAINMENT - LIFESTYLE

Thank you for your interest in Kansas City's original entertainment website. Advertising with REVEAL will expose your company to hundreds of thousands of people who visit our website annually.

REVEAL is part business directory, part entertainment guide, which attracts young, affluent, active, educated consumers from Kansas City and across the United States. Our site is composed of a variety of business profiles. Dining, nightlife and entertainment make up the majority of our site. However, we are working diligently to add more categories and more businesses to the site. We strive for a product that is fun, entertaining, informative and user friendly.

Our site offers up to date trends from around Kansas City and the world, extensive original content including a growing local entertainment guide, multimedia features and a wide-range of local business profiles, making REVEAL the definitive online resource for life in Kansas City.

With a large awareness level in the marketplace, and staggering penetration rate among Kansas City Internet users, advertising on REVEAL allows you to align your brand with a popular and trusted online source for local information while also reaching a world-wide audience.

Whether your objective is to build brand awareness or drive traffic to your business or web site, REVEAL has the tools and tactics to deliver effective results.

2009 RATES & ADVERTISING OPTIONS

BUSINESS PROFILE

Having a business profile on our website is the fastest and easiest way to attract new business. Each month thousands of people come to our site to browse a variety of business profiles. If your profile is not listed on our site, you miss the chance of being seen. A business profile on REVEAL is like having a sales rep working for you 24 hours a day, 365 days a year.

- Profile includes, business name, logo, address, phone number, website link, Google map with driving directions, direct email link, hours, specials, photos and more
- LIVE hyperlinks to your company profile throughout our site

TOTAL INVESTMENT - \$129 per month or \$949 annually

FEATURED PROFILE

A featured profile is one of our most sought after advertising options, due to limited space and availability. A featured profile gets your business maximum exposure because it is the first thing visitors see when they click on that page. However, because there are only 12 months in the year, there are only limited spaces available.

- Includes everything in a Business Profile
- Featured on the nightlife or dining main page
- One month term
- Secondary page rotating banner ad

TOTAL INVESTMENT - \$599 per month

REVEAL ADVERTISING PACKAGES

STARTER PACKAGE

- Six-month business profile
- Press Release to Kansas City Star Online
- LIVE hyperlinks to your company profile throughout our site
- Submission to Google keyword search to increase your standing in web search engines
- Ability to post on Specials page and Reservations page

COST - \$699 / 6 months

GROWTH PACKAGE

- Everything in the Starter Package
- 1 profile update per month
- 2 Homepage rotating banner ads
- 4 Secondary page rotating banner ads
- 2 email newsletter inclusions per month for the length of the package

COST - \$1,499 / 6 months

SPONSOR PACKAGE

- Everything in the Starter package and the Growth package - \$1,499 value
- Up to four profile updates per month
- Option for client supplied inclusion on REVEAL TV
- 4 Homepage rotating banner ads spread out over term - \$1,596 value
- 8 Secondary page rotating banner ads spread out over term - \$2,392 value
- Inclusion in every REVEAL newsletter during term - \$2,400 value

COST - \$2,499 / 6 months

A LA CARTE PRICING

ROTATING BANNERS

- Available on homepage or secondary pages
- Guaranteed 25,000 impressions
- Sizes may vary
- Links to company profile

COST - \$399/homepage, \$299/secondary page per month

LOGO BANNER ADS

- Size 200 x 75 pixels
- Links to company profile
- Placed strategically throughout our site, locations may vary

COST - \$99 per month

EMAIL NEWSLETTER

- Advertisements, inclusions, mentions in REVEAL newsletter
- Sent out weekly
- Digital ads or text link to website of profile

COST - \$99 per month

REVEAL MAGAZINE, LLC. ADVERTISING AGREEMENT

REVEAL Magazine, LLC AD CONTRACT

1. General. A signed contract must be submitted to Reveal Magazine LLC in advance of initial publication date. By submitting advertising for inclusion on the Reveal Magazine LLC site or service, advertiser/agency agrees to be bound by the terms of this contract. No conditions other than those set forth herein shall be binding on Reveal Magazine LLC unless specifically agreed to in writing by Reveal Magazine LLC. Reveal Magazine LLC will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser/agency. This contract supersedes all terms and conditions on Reveal Magazine LLC rate cards, and any previous agreements between Reveal Magazine LLC and advertiser/agency relating to the subject matter set forth herein. Reveal Magazine LLC's only obligation to serve advertisements hereunder shall be to serve advertisements of the advertiser described herein, and in no event shall Reveal Magazine LLC be obligated to serve advertisements for any other advertiser.

2. Payment. Unless otherwise agreed in writing, the first month's fees are due upon the execution of this contract by the advertiser/ agency and, thereafter, pro rata monthly in advance. If payment is not made timely, Reveal Magazine LLC, at its option, may immediately terminate the contract. Reveal Magazine LLC shall have the right to hold the advertiser and/or its agency or agent jointly liable for all amounts due. Any late payments will be assessed a \$25.00 late fee.

3. Licenses and Indemnification. Advertiser/agency grants Reveal Magazine LLC the right to use, reproduce, publicly display and distribute advertiser's advertisements and collateral information and warrants that advertiser/agency has the right to grant such license. Advertiser/Agency represents that the advertiser is the owner or is licensed to use the entire contents and subject matter contained in its advertisements and collateral information, including, without limitation, (a) the names and/or pictures of persons; (b) any copyrighted material, trademarks, service marks, logos, and/or depictions of trademarked or service marked goods or services; and (c) any testimonials or endorsements contained in any advertisement submitted to Reveal Magazine LLC. In addition, advertiser/agency represents that the advertiser's advertisements and collateral information do not violate any applicable local, state or federal law or regulation. In consideration of Reveal Magazine LLC's acceptance of such advertisements and information for publication, the advertiser and agency will jointly and severally indemnify and hold harmless Reveal Magazine LLC and its officers, directors, shareholders, employees, accountants, attorneys, agents, parent, affiliates, subsidiaries, successors and assigns from and against any and all third party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to: (i) advertiser/agency's breach of any covenants, representations and warranties made therein, (ii) Reveal Magazine LLC's performance under this contract, and (iii) the copying, printing, distributing, transmitting or publishing of advertiser's/agency's advertisements or collateral information by Reveal Magazine LLC.

4. Limitation of Liability. UNDER NO CIRCUMSTANCES WILL Reveal Magazine LLC BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, FOR LOST INCOME OR PROFITS, IN ANY WAY ARISING OUT OF OR RELATED TO THIS CONTRACT, EVEN IF Reveal Magazine LLC HAS BEEN ADVISED AS TO THE POSSIBILITY OF SUCH DAMAGE.

Term: _____ **Package:** _____
Total cost: _____ **Payment:** _____
Method: _____ **Setup Fees:** _____

The undersigned is legally empowered with due corporate authority to enter into this contract and agrees to be bound by the Terms and Conditions of this contract.

Company Name: _____ Date: _____

Name: _____ Signature: _____
(Business Representative)

Print: _____ Signature: _____
(REVEAL Magazine, LLC Representative)

BUSINESS PROFILE SIGNUP

Thank you for signing up for a business profile on our site. Please fill out this page or have your account manager fill it out for you. After completed, please verify that all the information is correct. You may call your account manager to come by and pick the form up or you can simply enclose a check and mail to REVEAL Magazine, LLC, PO BOX 42, Olathe, KS 66051.

Account Info

Contact Name: _____

Title: _____

Company Name: _____

Phone Number: _____

Email Address: _____

Display Info

Business Name: _____

Address: _____

Phone Number: _____

Website: _____

Email: _____

Hours: _____

Business Description: (email: travis@swansonmediagroup.com if you would prefer or need more room)

Dining Style: _____

Dress Code: _____

Parking: _____

Specials: _____

Smoking: Y N Coat Check: Y N Reservations: Y N Live Music: Y N

Private Dining: Y N Outdoor Dining: Y N Televised Sports: Y N Happy Hour: Y N

_____ Yes, I would be interested in signing up for viewers to be able to make online reservations. (Does not apply to all businesses)