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MISSION

Outdoor Life is for diehard hunters, anglers, and shooters. We deliver stories about success in the field, cutting-edge gear, and epic adventures in far-off wildernesses and close-to-home woodlots. We inspire America’s outdoorsmen and women to chase the critters they’re passionate about and fight for the wild places they love.

ALEX ROBINSON
Outdoor Life Editor-in-Chief
BRAND OVERVIEW

PRINT

PRINT AUDIENCE: 760,000
RATE BASE: 400,000

DIGITAL

AVG. MONTHLY UV: 1,484,674
AVG. MONTHLY PAGE VIEWS: 2,756,995
TABLET AUDIENCE: 1,012,938

EMAIL

E-NEWSLETTER SUBSCRIBERS: 175,000
E-BLAST SUBSCRIBERS: 100,000

SOCIAL

606k+ fans
92.3k+ followers
85.8k+ followers
27.3k+ subscribers

Sources: Google Analytics – May 2019-April 2020, Enterprise-Wide Organic Traffic Only; Shareablee April 2020; 2018 Outdoor Life Audience Study, conducted by Bonnier Custom Insights
DIGITAL DEMOGRAPHICS

53.2
MEDIAN AGE

21% | 18 - 34
44% | 25 - 54
57% | 50+

$112,650
MEDIAN INCOME

79% | HHI $60,000+
70% | HHI $75,000+
57% | HHI $100,000+

89%
Att/Graduated
College

55%
Employed

46%
Married/
Partnered

17%
Any Kids

60%
Own Home

28%
Served in
Armed Forces

60%
MALE

GENDER
DIGITAL READER

40%
FEMALE

Sources: comScore Media Metrix April 2020; Plan Metrix March 2020; Desktop Only.
PRINT DEMOGRAPHICS

- 85% of Outdoor Life’s readers participated in hunting
- 73% of Outdoor Life’s readers participated in freshwater fishing
- 77% of Outdoor Life’s readers have taught/introduced someone else to hunting
- 73% of Outdoor Life’s readers have taught/introduced someone else to fishing
- 88% of Outdoor Life’s readers own 2+ vehicles
- 46% of Outdoor Life’s readers own 3+ vehicles

$87,000
MEDIAN INCOME

- 80% HHI $50,000+
- 60% HHI $75,000+
- 40% HHI $100,000+

79% Att/Graduated College
47% Employed
86% Married/Partnered
19% Any Kids
94% Own Home
35% Served in Armed Forces

97% MALE
3% FEMALE

Source: 2018 Outdoor Life Audience Study, conducted by Bonnier Custom Insights
DIGITAL CAPABILITIES
DIGITAL CAPABILITIES

DISPLAY
Standard and large IAB banner inventory across device types. We provide an array of targeting options including geo and site section.
- Standard
- High-Impact
- Mobile

VIDEO UNITS
Video messaging. Distribute brand video that is 15 seconds or longer.
- Pre-roll
- Outstream
- Native

EMAIL
Editorial newsletter sponsorships and dedicated partner emails. Reach some of our most engaged audiences.

Dedicated Partner E-blasts
100,000 subscribers
- 100% custom partner messaging (client-provided or Bonnier-created)
- Available on Tuesday, Wednesday, Friday, Saturday, and Sunday

E-Newsletter Sponsorships
175,000 opt-in and engaged subscribers
- 728x90 and/or 300x250 sponsorship of our editorial newsletter
- Option for native inclusion in email content
- Available on Monday and Thursday.

NATIVE
Ads that look like editorial and are marked as sponsored. Drive directly to your site, distribute your content in our site framework, or let our team create the content for you.
- Video
- Display

SOCIAL
Sponsored posts or brand ads from our page handles.
- Facebook
- Instagram
- Twitter

CUSTOM CONTENT
Brand name or product integrations in editorial. Or partner with us to create branded content, which we will help distribute, and that you can own and use on your brand properties.
- Video
- Articles
- Photography

Distribution Types Available
- Published to outdoorlife.com; promoted editorially and via Native ads
- Promoted in Outdoor Life’s editorial email newsletters and dedicated partner e-blast(s)
- Facebook native video posts and amplification
- Facebook link posts for written content and amplification
- Instagram native video posts and amplification
- Instagram photo posts and amplification
- Print advertorials
- And more
EDITORIAL CALENDAR

Issue #1
THE WILDERNESS ISSUE
AD CLOSE: 11/14/19   ON SALE: 1/7/20
We’re taking remote trips to bucket-list destinations and covering cutting-edge gear that will keep you alive in the wild. We’ll trek to Alaska, Greenland, Costa Rica, the Big Woods of the Northeast, and the Utah backcountry to push the limits of wilderness hunting and fishing adventures. Plus, we’re building the ultimate backcountry rifle rig and testing the best SHTF gear, so you’re prepared for anything Mother Nature might throw at you.
FEATURES:
• Hunting Greenland for Musk Ox and Caribou
• Snow Tracking Big Woods Bucks
• The Tongass National Forest: A Wilderness on the Chopping Block
• A Young Sheep Guides 100th Ram
• Elk in the Utah Backcountry

Issue #2
THE AMERICAN RIVERS ISSUE
AD CLOSE: 2/13/20   ON SALE: 3/31/20
This issue is a celebration of the wild, epic, and awesome rivers that hold trophy fish and offer incredible hunting opportunities. But we’ll also take a clear-eyed look at the challenges facing our public rivers and dive into the access issues and conservation threats that are putting them in danger. Plus, we’ll review the best rods, reels, and tackle for chasing any river fish, from brown trout to blue cats.
FEATURES:
• Epic River Hunts
• The Godfather of the Bighorn River
• Legendary River Bottom Longbeards
• What Happens When River Access Disappears?
• Smallmouth on the New River
• The Best Fishing Tackle of the Year

Issue #3
THE FUTURE ISSUE
AD CLOSE: 7/16/20   ON SALE: 9/1/20
Finally, it’s hunting season. We’re covering the gear, the ideas, and the people that will carry us through our favorite time of the year. From ultra-accurate rifles and ammo to smart optics to blazing-fast crossbows to super-efficient compound bows, this is the equipment that’s changing the way we hunt and shoot. But this issue will go beyond the gear and examine the biggest questions facing outdoorsmen and women today: Who is going to step up to save the sports we love? How will we manage habitat and wildlife in a changing environment? And where is the next generation going to hunt and fish? We have answers.
FEATURES:
• The Best New Guns, Bows, and Crossbows Put to the Test
• The Future of Public Big-Game Hunting in the West
• What’s Next in the World of Smart Optics?
• Here’s What Hunting and Fishing Will Look Like in the Future
• Raising a Hunter

Issue #4
THE PRIMAL ISSUE
AD CLOSE: 9/14/20   ON SALE: 10/27/20
This issue is all about getting extra close to the game we hunt, perfecting the use of traditional gear, and putting old-school woodsman to use in the modern world. We’re going to put our primitive hunting skills and instincts to the test. We’ll go bear hunting with stone-point arrowheads, run with the ultramarathoners who are obsessed with backcountry hunting, and embark on a good old-fashioned deer hunt in the West.
FEATURES:
• Alaska Grizzly with a Stone-Point Arrowhead
• Woodsman Skills that Stand the Test of Time
• Is Hunting in Our DNA?
• Taking Flintlocks to the Next Level
• Montana Mule Deer Hunt with Vintage Rifles (and Old-School Gear)
• Iconic American Gear

NOTE: EDIT CALENDAR SUBJECT TO CHANGE
## PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2020</td>
<td>11/14/19</td>
<td>11/26/19</td>
<td>1/7/20</td>
</tr>
<tr>
<td>Spring 2020</td>
<td>2/13/20</td>
<td>2/18/20</td>
<td>3/31/20</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>7/16/20</td>
<td>7/21/20</td>
<td>9/1/20</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>9/14/20</td>
<td>9/18/20</td>
<td>10/27/20</td>
</tr>
</tbody>
</table>

*NOTE: Please upload files to ad portal – http://adportal.bonniercorp.com*
# Standard Rates

**Effective Date of Rate:** Jan 2020  
**Frequency:** 4x  
**Ratebase:** 400,000  
**Classified Rate:** $20.20 per word  
12 word minimum

## Display

<table>
<thead>
<tr>
<th>AD Media Specs</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Color</td>
<td>$61,740</td>
<td>$51,700</td>
<td>$40,130</td>
<td>$27,780</td>
</tr>
<tr>
<td>Black &amp; White</td>
<td>$49,600</td>
<td>$41,365</td>
<td>$32,190</td>
<td>$23,370</td>
</tr>
</tbody>
</table>

## Covers

<table>
<thead>
<tr>
<th>AD Media Specs</th>
<th>Cover 2</th>
<th>Cover 3</th>
<th>Cover 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$74,080</td>
<td>$67,900</td>
<td>$80,260</td>
</tr>
</tbody>
</table>

## Showcase

<table>
<thead>
<tr>
<th>4C</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/6 Page</th>
<th>1/12 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$18,270</td>
<td>$11,870</td>
<td>$7,910</td>
<td>$3,650</td>
<td>$1,820</td>
</tr>
<tr>
<td>3x</td>
<td>$17,280</td>
<td>$11,270</td>
<td>$7,510</td>
<td>$3,460</td>
<td>$1,720</td>
</tr>
</tbody>
</table>

## Direct Response

<table>
<thead>
<tr>
<th>4C</th>
<th>1 Inch</th>
<th>2 Inches</th>
<th>3 Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,080</td>
<td>$2,150</td>
<td>$3,200</td>
</tr>
<tr>
<td>3x</td>
<td>$1,025</td>
<td>$2,040</td>
<td>$3,040</td>
</tr>
</tbody>
</table>

*Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.*

*Orders cannot be canceled or changed after closing date.*

*Bleed: Available on all ROB units; add 10% to the gross rate. • All space rates gross / production costs net • Rates subject to change.*
CUSTOM REGIONAL RATES

EFFECTIVE DATE OF RATE: Jan 2020
FREQUENCY: 4x
RATEBASE: 400,000
CLASSIFIED RATE: $21.65 per word

12 word-minimum

CUSTOM REGIONAL FULL-PAGE UNITS

<table>
<thead>
<tr>
<th>AD MEDIA SPECS</th>
<th>FOUR COLOR</th>
<th>BLACK &amp; WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Circulation: 120,000</td>
<td>CPM:</td>
<td>$165.00 132.00</td>
</tr>
<tr>
<td>Production Charge</td>
<td>Net:</td>
<td>$3,700 $2,700</td>
</tr>
</tbody>
</table>

CUSTOM REGIONAL COPY SPLIT CHARGES

<table>
<thead>
<tr>
<th>AD MEDIA SPECS</th>
<th>FOUR COLOR</th>
<th>BLACK &amp; WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>By State</td>
<td>Net:</td>
<td>$3,700 $2,700</td>
</tr>
<tr>
<td>Random A/B Split</td>
<td>Net:</td>
<td>$3,700 $2,700</td>
</tr>
<tr>
<td>Production Charge</td>
<td>Net:</td>
<td>$14,200 $13,000</td>
</tr>
</tbody>
</table>

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

Custom Regionals and copy splits by DMA are available on a limited basis only.

Please consult Publisher. Requests should be made by sectional center (first three digits of the zip code) as well as by city.

Orders cannot be canceled or changed after closing date • Bleed: Available on all ROB units; add 10% to the gross rate • All space rates gross / production costs net • Rates subject to change.
For the diehard hunter, angler, and shooter who wants to have success in the field.
DIGITAL SPECS

STANDARD GUIDELINES
These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
• DoubleClick for Publishers (DFP) is used to serve all Bonnier Corp advertisements
• There is a minimum of a 48-hour turnaround time once all creatives are submitted to Online Advertising Operations
• All ad units must launch a new browser window when clicked on
• All standard ad types are accepted (JPG, GIF, HTML) except where noted

FILES
• File Types Accepted: jpg, gif, HTML
• Initial Load Size: 200K
• Polite Load Size: 300K*
• Complete Load Size: 120K*
  * Polite and Complete download only apply to creatives served via a third party

EXPANDING ADS
• 728x90 expands to 728x225 (down)
• 300x250 expands to 400x350, 300x600, 600x250 (left)
• 300x600 expands to 600x600 (left)

PUSHDOWN
• 970x90 (non-expanded)- 200k
• 970x250 (expanded)- 300k
• Controls: Expanded must be user initiated
• Expanded Panel must include a close button
• Expanded Panel must close on mouse off

MOUSE OVER / MOUSE OFF
• Ad should expand upon mouse over or click-on-expand button
• Ad should retract upon mouse off or clicking a close button. If the ad expands with user click, the panel still must retract when mouse is removed.
• Any sound should be user initiated by click, not mouse over

FILE AD SPECIFICATION

<table>
<thead>
<tr>
<th>CREATIVE NAME</th>
<th>AD SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728px X 90px</td>
</tr>
<tr>
<td>Billboard</td>
<td>970px X 250px</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300px X 250px</td>
</tr>
<tr>
<td>Half Page</td>
<td>300px X 600px</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320px X 50px</td>
</tr>
</tbody>
</table>
SOCIAL
Facebook, Instagram integration opportunities available

APPROVED THIRD PARTY AD TAGS
Below is a list of the most commonly used third party vendors. For a complete list of approved vendors, please contact range365.com. Bonnier has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Sizmek
- Bluestreak
- Flashtalking
- Campaign Manager (formerly Doubleclick)
- Interpolis
- Etc.

ANALYTICS
Integrated with Moat Analytics for viewability, attention metrics, and verification.

E-NEWSLETTER
(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 7,000
- 728x90 and 300x250
- File size cannot exceed 200k
- Standard gif or jpg only. No rich media will be accepted
- Click-tracking URL’s and impression pixels ONLY for tracking purposes

E-BLASTS
(COMING SOON)
- Max pixel width 650. Size recommend as standard is 569
- All images are jpg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

PRE-ROLL
- Video Dimensions: At least 640px wide
- Video File Type: MP4, MOV, VAST tag
- Max Video File Wt.: 2 Mb
- Aspect Ratio: 16:9
- Target Bit Rate: 400 kps
- Animation Length: 15 seconds
- Looping Frame: 29.97 fps
- Lead Time: 5 days prior to launch
- Additional Notes: *VAST/VPAID creatives accepted (linear format only, no companion units, cannot contain Flash elements)

HIGH IMPACT UNITS
The following units are available and their specs can be provided upon request.
- 970x250 Enhanced Video Billboard
- 970x250 or 300x600 Carousel (w/ Video Option)
- 300x600 Halo (w/ Video Option)
- Native Ads, Native Video Ads
- Outstream Video
- High Impact Mobile Units Expanded Panel must include a close button
- Expanded Panel must close on mouse off

RICH MEDIA GUIDELINES
- 3 loops + 15 sec animation (3x/15 seconds)
- Additional Video File Size: 2.2 Mb
### FILE AD SPECIFICATION

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16&quot; x 10.75&quot;</td>
<td>15.75&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot; x 10&quot;</td>
<td>8.125&quot; x 10.75&quot;</td>
<td>7.875&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.625&quot; x 10&quot;</td>
<td>5.125&quot; x 10.75&quot;</td>
<td>4.875&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8.125&quot; x 5.25&quot;</td>
<td>7.875&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/2 Page Horiz. Spread</td>
<td>15&quot; x 5&quot;</td>
<td>16&quot; x 5.25&quot;</td>
<td>15.75&quot; x 5&quot;</td>
</tr>
<tr>
<td>Digest</td>
<td>4.625&quot; x 7.5&quot;</td>
<td>5.125&quot; x 8&quot;</td>
<td>4.875&quot; x 7.75&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5&quot; x 5&quot;</td>
<td>5.125&quot; x 5.25&quot;</td>
<td>4.875&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25&quot; x 10&quot;</td>
<td>2.75&quot; x 10.75&quot;</td>
<td>2.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25&quot; x 5&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### SHOWCASE

<table>
<thead>
<tr>
<th>SHOWCASE</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.5&quot; x 2.375&quot;</td>
</tr>
<tr>
<td>1/12 Page Square</td>
<td>2.25&quot; x 2.375&quot;</td>
</tr>
</tbody>
</table>

### LAYOUT/PRODUCTION NOTES:
- Allow .25" safety area within TRIM on all 4 sides (no live matter)
- Ensure that crop marks are offset .125" from bleed
PRINT SPECS

PRINT SPECIFICATIONS

Trim Size: 7.875" x 10.5"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design, and prepress services are available; rates upon request.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size (see chart at right) and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from bleed.

Allow .25" safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. (Recommended: Use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

AD MATERIAL SUBMISSIONS

Submit files via our Ad Portal at adportal.bonniercorp.com

For ads supplied electronically, advertiser must supply an additional content proofing jpg.
We do not accept ads via e-mail.
Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO: Outdoor Life / Magazine Issue
Attn: Stephanie Northcutt
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789

PRODUCTION CONTACT
Stephanie Northcutt / 407.571.4950
stephanie.northcutt@bonniercorp.com
Outdoor Life is the best source for conservation and public land news, gun and gear reviews, plus how-to hunting and fishing information.
TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in Outdoor Life MAGAZINE (the “Magazine”) published by Bonnier Active Media (the “Publisher”).

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.

2. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported on an issue-by-issue basis in Publisher’s statements audited by the AAM. Total audited circulation for the Magazine comprises paid plus verified.

3. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.

4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

5. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign launch date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.

6. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.

7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an act of god, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under delivery not asserted within one year of insertion is waived.

8. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due.

9. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.

10. Creative work produced by Publisher remains the sole property of Publisher.

11. Until credit is approved, Advertisements are run on a prepaid basis only.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.

13. Special advertising production premiums do not earn any discounts or agency commissions.

14. The Magazine is subject to the Outdoor Life 2020 issue-by-issue tally (IBIT) pricing system.
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