



2020 MEDIA KIT



- 2** About Us & Our Audience
- 3** Editorial Calendar
- 4** Advisory Board
- 5** Lead-Generating Opportunities
 - ▶ Webinars
 - ▶ Exercise of the Week Video Eblast
 - ▶ Fitness Business Insights Video Eblast
 - ▶ eNewsletter Column Sponsorship
- 6** Editorial Content Opportunities
 - ▶ Company/Product Profile
 - ▶ Exercise Spotlight
 - ▶ Resource Spotlight
 - ▶ New Product Announcement
- 7** Direct Marketing Opportunities
 - ▶ Email List Rentals
 - ▶ Mailing List Rentals
- 8** Print & Digital Ad Opportunities
- 9** E-Newsletter & Web Opportunities
- 10** Trainer of the Year & Supplement Issues
 - ▶ Mind-Body Connection
 - ▶ Professional Services
 - ▶ CECs/Certifications
 - ▶ Hot Companies
 - ▶ Technology
- 11** Terms & Conditions

Helping Fitness Professionals Prosper Since 1999!

**Your multi-media
resource for all fitness
professional levels.**



CONTACT INFORMATION

rachel@rbpub.com | 608.442.5082

FOLLOWERS

2

2020 ISSUE	THEME	BUSINESS & CAREER STRATEGY	INDUSTRY TRENDS
WINTER (Jan/Feb)	Education	<ul style="list-style-type: none"> ▶ Assess your ROI on education ▶ Educate through writing and speaking ▶ Education that matches your learning style 	<ul style="list-style-type: none"> ▶ Training youth athletes ▶ Learning habits of successful fitness pros ▶ Education beyond degrees and certifications
SUPPLEMENT	Mind-Body Connection		
SPRING (Apr/May)	Career Development	<ul style="list-style-type: none"> ▶ Strategies for successful online training ▶ Tips for first-time managers ▶ Options & alternatives to opening a studio (franchises, licenses, unique business models) 	<ul style="list-style-type: none"> ▶ Training clients with Parkinson's ▶ Career pathways in fitness ▶ Integrate behavior change in your programming
SUPPLEMENT	Professional Services		
SUMMER (June-July)	Technology	<ul style="list-style-type: none"> ▶ Determine which CRM is best fit for you ▶ Choose technology that meets your needs ▶ Assess your pricing strategy 	<ul style="list-style-type: none"> ▶ Training clients with metabolic syndrome ▶ Top technology tips from successful fit pros ▶ Understand the impact of virtual fitness technology
SUPPLEMENT	CECs/Certifications		
FALL (Sep/Oct)	Business Management & Strategy	<ul style="list-style-type: none"> ▶ Employment best practices ▶ Compensation strategies ▶ Steps to pay-off debt 	<ul style="list-style-type: none"> ▶ Training clients with obesity ▶ Business management tips from successful fit pros ▶ Social media strategies
SUPPLEMENT	Hot Companies		
LOOKING AHEAD (Nov/Dec)	Looking ahead to 2021 2021 Continuing Education Events Calendar	<ul style="list-style-type: none"> ▶ 2021 budgeting guide ▶ Assess your pricing strategy 	<ul style="list-style-type: none"> ▶ Training clients with MS ▶ 2021 industry trend predictions ▶ Sales, retention and client experiences
SUPPLEMENT	Technology		

RECURRING COLUMNS & DEPARTMENTS

Mentor's Corner:

A unique Q&A opportunity for fitness professionals to ask a seasoned industry leader questions about their career or business.

Fit Money Mindset:

Keen insight into smart money management.

Business Strategies:

Strategic thinking and business advice to efficiently achieve your goals in the shortest period of time possible!

Best Practices:

Keep up on best practices that directly impact your career and business.

Rise Above:

How to set yourself apart in an ever-changing and highly-competitive climate.

For additional information, advertising and marketing opportunities, please contact Josh Vogt, Publisher & National Sales Director, at 608.225.2309 or josh@rbpub.com



Lindsay Vastola

Lindsay Vastola served as the editor of Personal Fitness Professional (PFP) magazine from 2011-2019. She is the founder of Fit for Vast Potential, a career-development company offering courses, team trainings and career coaching focused on developing the impact skills of fitness professionals. Blending her extensive service industry experience in fitness entrepreneurship and corporate management, Lindsay energizes audiences as a speaker at industry events including Club Industry, MedFit Network, NSCA and the Association of Fitness Studios, as well as for corporate audiences and leadership organizations. www.FitForVastPotential.com



Greg Justice

Greg Justice is a bestselling author, speaker and fitness entrepreneur. He opened AYC Health & Fitness, Kansas City's Original Personal Training Center in 1986. Greg is the CEO of Scriptor Publishing Group. He was inducted into the National Fitness Hall of Fame in 2017. Greg writes feature articles for many industry publications including Club Industry magazine, IDEA Fitness Journal and Personal Fitness Professional magazine. Greg holds a Master's degree in HPER (exercise science) from Morehead State University in Morehead, KY. www.scriptorpublishinggroup.com



Farel Hruska

Farel Hruska has over 20 years of experience as a personal trainer, group fitness instructor and educator. She is presently the Director of Education & Culture at Chuze Fitness. Farel also helped grow FIT4MOM from 2002-2018 as Global Fitness Director and Pre/Postnatal Director. She has presented at fitness conferences around the world including AFC (Bangkok), MEFIT PRO (Dubai), IDEA China and US and has been featured in CNN, New York Times, WebMD, Women's Running Magazine and Pregnancy.com. Farel's most meaningful accomplishment, however, is being mom to her three daughters.



Amanda Vogel

Amanda Vogel, MA Human Kinetics, is a certified fitness instructor and presenter at top conferences—including IDEA World, ACSM Health & Fitness Summit, NASM Optima, canfitpro and IHRSA. Specializing in education on group exercise, social media, fitness writing and blogging, Amanda also reviews health/fitness products and programs on her blog FitnessTestDrive.com. As a professional writer, she's contributed to many popular publications—including IDEA Fitness Journal, Shape and Women's Health—and guest blogged for ACE, NASM, AFAA and more.



Joey Percia

A highly sought-after customer acquisition and monetization specialist, Joey works with coaches, consultants and trainers to enroll more clients into their premium-priced programs. With clients in multiple countries and 36 different industries, he's helped generate multiple millions in sales. Joey's book, *Why Do You Hate Money?* has been referred to as "the health, fitness and wellness marketing bible" by industry-leading experts and is said to be a must-read for anyone in the industry. www.joeypercia.com

Call Josh Vogt for sponsorship pricing or to participate in our anniversary giveaway promotions
please contact Josh Vogt, Publisher & National Sales Director,
at 608.225.2309 or josh@rbpub.com

LEAD-GENERATING OPPORTUNITIES

Delivering Immediate Traffic & Gain Leads

2020 MEDIA KIT

WEBINARS



Personal Fitness Professional's (PFP) experienced team will assist you in developing, marketing and presenting a webinar that will build your image in the industry, get new leads and attract buyers to your solutions and expertise.

Webinar costs are based on the number of registrants

<250	\$4,000
251-350	\$4,500
351-450	\$5,000
451-550	\$5,500
551-650	\$6,000
651>	\$6,500

You Receive

- ▶ All registration names and emails provided as leads after webinar
- ▶ A project coordinator to assist you through the entire process
- ▶ Creation of exclusive web pages
- ▶ Credibility of the trusted Personal Fitness Professionals brand
- ▶ HTML files for your internal marketing
- ▶ Three-four (3-4) standalone e-blasts to promote webinar
- ▶ Tile and marquee ads rotated on website
- ▶ Inclusion in two (2) subscriber e-newsletters
- ▶ Registration reports
- ▶ A Personal Fitness Professional team member will introduce the speaker
- ▶ Recording of the webinar
- ▶ One (1) email notification after the webinar
- ▶ Hosted on www.PersonalFitnessProfessionals.com for one year
- ▶ A replay link to webinar and all rights to the webinar

EXERCISE OF THE WEEK (EOTW)



Every Monday, Personal Fitness Professional educates its audience on an "Exercise of the Week" video featuring a new product or new exercise.

You Receive

- ▶ The first 50 unique click through leads
- ▶ Dedicated email blast to 12,000+ active subscribers
- ▶ Video featured on web homepage for the week
- ▶ Video archived on the website for one year
- ▶ Video archived on PFP YouTube channel

Rates

1x \$800	3x \$700 each	6x \$550 each
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FITNESS BUSINESS INSIGHTS



Every other Wednesday, Personal Fitness Professional educates its audience with a "Fitness Business Insights" video featuring a partner solution to help fitness businesses grow.

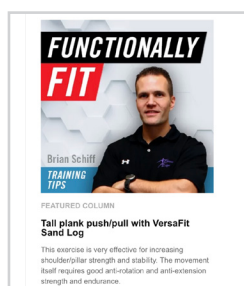
You Receive

- ▶ The first 50 unique click-through leads
- ▶ Dedicated email blast up to 12,000+ active subscribers
- ▶ Video posted on web homepage for the week
- ▶ Video archived on the website for one year
- ▶ Video archived on PFP YouTube channel for one year

Rates

1x \$800	3x \$700 each	6x \$550 each
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E-NEWSLETTER COLUMN SPONSORSHIP



Our columnist will use your product to create two (2) highly educational and informative videos with content that show your product being used for specific exercises. These videos will appear in back-to-back e-newsletters.

You Receive

- ▶ The first 50 unique click-through leads
- ▶ Company name will appear in column title
- ▶ Company name will appear in intro paragraph
- ▶ A direct link to your website
- ▶ Your logo will appear on the column's webpage
- ▶ Dedicated email blast to 12,000+ active subscribers

Rates

\$1,200

EDITORIAL CONTENT OPPORTUNITIES

Deliver Your Education and Solution(s)

2020 MEDIA KIT

COMPANY OR PRODUCT PROFILE



Position your company or product as an industry leader with a full page of editorial and image (500 words).

You Receive

- ▶ A published full-page about your company or product
- ▶ 18,000+ mailing subscribers
- ▶ 13,000+ digital-only subscribers with direct link

Rates \$2,950

EXERCISE SPOTLIGHT



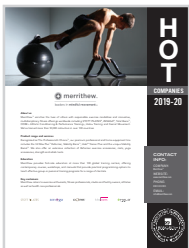
Educate our readers with your own exercise routine featuring your product and branding in a two-page spread. Client supplies images and content.

You Receive

- ▶ A published full-page about your product
- ▶ Product education and exposure
- ▶ 18,000+ mailing subscribers
- ▶ 13,000+ digital-only subscribers with direct link

Rates \$3,200

HOT COMPANIES



As a "2020 Hot Fitness Company" your company will be among a select group setting themselves apart from their competition as an industry leader!

You Receive

- ▶ A published full-page about your business
- ▶ Your company's details featured on our quick link HOT COMPANY page
- ▶ 18,000+ mailing subscribers
- ▶ 13,000+ digital-only subscribers with direct link
- ▶ Plus, get included in 12 months of bonus HOT COMPANY marketing with links in upcoming e-newsletters, magazines, e-blasts and more

Rates \$2,100

RESOURCE SPOTLIGHT



Position your company as a thought leader for a specific focus solution like certifications/CECs. Tell our subscribers why to choose your company in 250 words. Limited to six (6) companies.

You Receive

- ▶ 250 words in a featured print article
- ▶ Article featured in an e-newsletter with direct links
- ▶ 18,000+ mailing subscribers
- ▶ 13,000+ digital-only subscribers with direct link

Rates Free with purchase of a print ad!

NEW PRODUCT



Educate our readers with your company's new product or service.

You Receive

- ▶ A published 85-word write-up with image
- ▶ Contact information
- ▶ 18,000+ mailing subscribers
- ▶ 13,000+ digital-only subscribers with direct link

Rates FREE

DELIVER YOUR MESSAGE AND GENERATE LEADS

Options:	Rate per rental
Email Address Rental (3,000 minimum)	\$350 per 1,000 addresses
Mailing Address Rental (5,000 minimum) We will send an excel file with the list to your bonded 3rd party mail house.	\$160 per 1,000 addresses

Email Address Rental Specifications:

You send us an html file.
(please use the following suggestions)

- ▶ No wider than 600 pixels
- ▶ Include a call-to-action line or button
- ▶ Subject line 46 characters or less (for optimal viewing)
- ▶ Avoid using any STYLE tags
- ▶ Material is needed 7 business days before sending
- ▶ You will receive one test before e-blast is delivered

Rentable Audience Selects:

Select from any categories to use to make your list rental even more specific.

1. Profession (multiple answers allowed)

	Email	Mail
▶ Independent Personal Trainer	7,557	11,765
▶ Group Fitness Instructor	4,281	7,749
▶ Personal Trainer Employed by Facility	3,864	5,798
▶ Club/Studio Owner	2,776	4,803
▶ Wellness Practitioner/Health Coach/ Dietician/Nutritionist	2,316	3,049
▶ Fitness Director/Manager	2,190	3,909
▶ Athletic Trainer/Strength & Conditioning Coach	1,811	2,695
▶ Fitness Business Owner (not Club/Studio)	1,601	2,645
▶ Contracted Personal Trainer	1,171	1,947
▶ Club Manager	972	1,748
▶ Fitness/Wellness College Student	301	329
▶ Yoga/Pilates Instructor	280	302
▶ Other	1,986	7,500
▶ No Answer	3,396	0

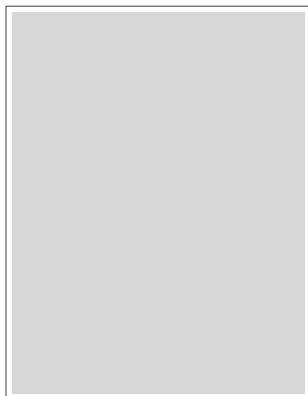
Total: 22,992 **Total:** 33,402

PRINT & DIGITAL OPPORTUNITIES

Reach over 32,000 + subscribers

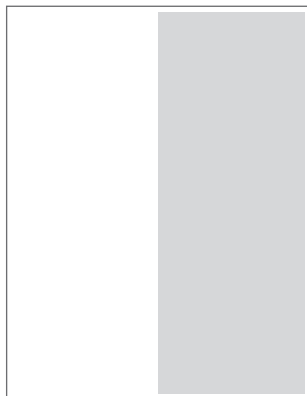
2020 MEDIA KIT

PRINT



FULL PAGE

Bleed: 8.25" x 10.75"



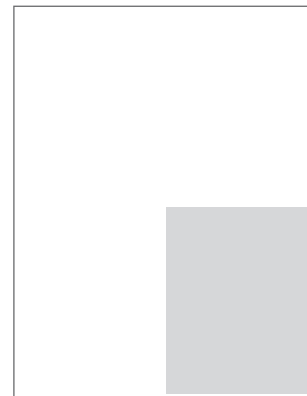
1/2 VERTICAL

Bleed: 4.125" x 10.75"
Non-Bleed: 3.5" x 9.625"



1/2 HORIZONTAL

Bleed: 8.25" x 5.375"
Non-Bleed: 7" x 4.75"



1/4 PAGE

3.5" x 4.75"

Trim Size: 8" x 10.5" | **Live Area:** Hold image .375" from trim
Acceptable digital file formats: Hi-Res PDF Files are preferred.
Files must be saved as CMYK with graphics and fonts embedded.

AD NET RATES

Display Ad | 1x rates | 3x rates | 6x rates

Full Page	\$3,800	\$3,500	\$2,950
1/2 Page	\$2,400	\$2,160	\$1,800
1/4 Page	\$1,275	\$1,150	\$950
Back Cover	\$5,500		

DIGITAL OPPORTUNITIES



LEFT COVER AD (525 x 675): \$1,000

TOP LEADERBOARD (600 x 100): \$1,000

BOTTOM LEADERBOARD (600 x 100): \$650

RIGHT OR LEFT SKYSCRAPER (100 x 675): \$800

DUE DATES

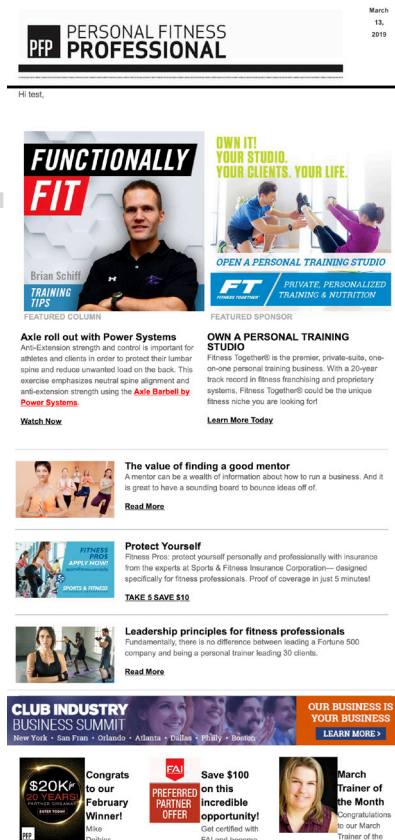
Issue	Closing	Material Due
Winter (Jan/Feb) & Mind-Body Movement Supplement	January 21	January 31
Spring (Apr/May) & Professional Services Supplement	March 20	March 31
Summer (June/July) & Certifications/CECs Supplement	May 22	May 29
Fall (Sep/Oct) & Hot Companies Supplement	August 24	September 2
Looking ahead to 2021 (Nov/Dec) & Technology Supplement	October 19	October 28

For additional information, advertising and marketing opportunities,
please contact Josh Vogt, Publisher & National Sales Director,
at 608.225.2309 or josh@rbpub.com

E-NEWSLETTER OPPORTUNITIES Drive Traffic

Featured Column Sponsor:

Our columnist will use your product to create two highly educational and informative videos with content that show your product being used for specific exercises. These videos will appear in back-to-back e-newsletters. Your product/company name will appear in the column title and the intro paragraph with a direct link to your website. Your logo will also appear as part of the column on the website. Within a week after the e-newsletter goes out you will get the first 100 click-through leads in an Excel spreadsheet. **\$1,200**



Featured Sponsor:

- ▶ First 25 leads
 - ▶ 500x500 pixels
 - ▶ Title
 - ▶ 20-30 words
 - ▶ Call to action with link
- \$800**

Sponsor:

- ▶ 375x215 pixels
 - ▶ Title
 - ▶ 20-30 words
 - ▶ Call to action with link
- \$500**

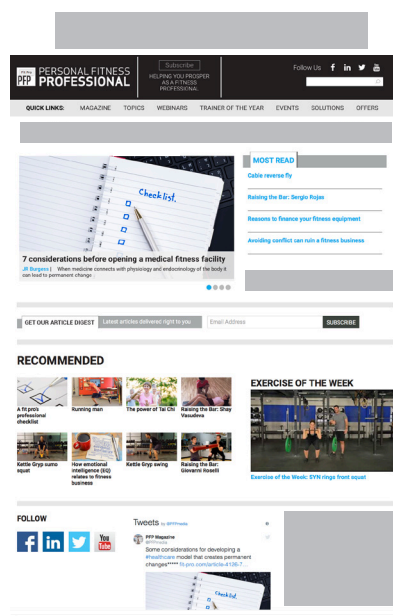
Leaderboard Ad:

- ▶ 728x90 pixels
- \$350**

REACH MORE THAN
12,000
ACTIVE SUBSCRIBERS

DUE DATES

Issue	Material Due
Jan 1, 15 & 29	Dec 20
Feb 12 & 26	Feb 5
Mar 11 & 25	Mar 4
Apr 8 & 22	Apr 1
May 6 & 20	Apr 29
June 3 & 17	May 27
July 1, 15 & 29	June 24
Aug 12 & 26	Aug 5
Sep 9 & 23	Sep 2
Oct 7 & 21	Sep 30
Nov 4 & 18	Oct 28
Dec 2, 16 & 30	Nov 25



▶ **Leaderboard** (728x90 pixels)

▶ **Expandable Pencil ad**
(1,000x460 pixels)

▶ **Banner ad** (468x60 pixels)

▶ **Box ad** (300x250 pixels)

WEB OPPORTUNITIES

18,000+ Page Views Per Month

3-Month Sponsorship Package \$2,250

- ▶ Sponsor an editorial content topic of your choice and receive an ad with a direct link on 100-200 articles
- ▶ (1) Leaderboard ad: 728x90 pixels
- ▶ (1) Expandable Pencil ad: 1,000x460 pixels
- ▶ (1) Banner ad 468x60 pixels or (1) Box ads 300x250 pixels

6-Month Sponsorship Package \$4,000

- ▶ Sponsor an editorial content topic of your choice and receive an ad with a direct link on 100-200 articles
- ▶ (2) Leaderboard ads: 728x90 pixels
- ▶ (2) Expandable Pencil ads: 1,000x460 pixels
- ▶ (2) Banner ads 468x60 pixels or (1) Box ads 300x250 pixels

For additional information, advertising and marketing opportunities, please contact Josh Vogt, Publisher & National Sales Director, at 608.225.2309 or josh@rbpub.com



In its 16th year, the PFP Trainer of the Year Award is among the most revered in the fitness industry. The 2021 PFP Trainer of the Year will be selected from our 2020 Trainer of the Month winners, representing fitness professionals impacting the industry. Among many benefits, sponsors will receive over 1.2 million impressions throughout 2020.

GOLD SPONSORSHIP: \$5,000

Donate a \$1,000 gift prize and the total cost is \$4,000. There is a \$500 max discount, but your donation can be worth more; a piece of equipment, free software for a year, etc.

SILVER SPONSORSHIP: \$2,500

Donate a \$500 gift prize and the total cost is \$2,000. There is a \$500 max discount, but your donation can be worth more; a piece of equipment, free software for a year, etc.

AS A SPONSOR YOU WILL RECEIVE THE FOLLOWING MARKETING FROM MARCH - DECEMBER

- ▶ Eblasts: 220,000+ impressions
(Name recognition and/or logo with link in all blasts)
- ▶ Partner Sharing: 250,000+ impressions
- ▶ Social: 40,000+ impressions
- ▶ Enewsletters: 264,000+ impressions
(Logo in all Enewsletter blasts)
- ▶ Print & Digital: 151,000+ impressions
- ▶ Excel spreadsheet of all applicants
- ▶ Web: 100,000+ impressions

SUPPLEMENT ISSUES

Issue

Jan-Feb (Winter) Issue
April-May (Spring) Issue
June-July (Summer) Issue
Nov-Dec(Looking Ahead) Issue

Theme

Mind-Body Movement
Professional Services
CECs/Certification
Technology

In 2020, PFP will be offering four (4) 16-page supplement issues in conjunction with the regular print issue. These will offer partners a great opportunity to deliver educational content as an industry thought leader and company branding based on the theme of the supplement.

Package 1

- ▶ 2-page educational article
- ▶ Full-page ad in supplement issue
- ▶ Full-page ad in standard print issue
- ▶ New product announcement if applicable in standard issue
- ▶ Event listing(s) if applicable in standard Issue
- ▶ Logo on the cover
- ▶ Mailed to 18,000+ subscribers
- ▶ Delivered to 13,000+ digital-only subscribers
- ▶ Digital issue blasted 2x
- ▶ Digital link of the issue
- ▶ PDF file of the issue
- ▶ Five (5) complimentary copies

Cost = \$6,000

Package 2

- ▶ 1-page educational column
- ▶ Full-page ad in supplement issue
- ▶ New product announcement if applicable in standard issue
- ▶ Event listing(s) if applicable in standard Issue
- ▶ Logo on the cover
- ▶ Mailed to 18,000+ subscribers
- ▶ Delivered to 13,000+ digital-only subscribers
- ▶ Digital issue blasted 2x
- ▶ Digital link of the issue
- ▶ PDF file of the issue
- ▶ Five (5) complimentary copies

Cost = \$4,500

Package 3

- ▶ Full-page ad in supplement issue
- ▶ Logo on the cover
- ▶ Mailed to 18,000+ subscribers
- ▶ Delivered to 13,000+ digital-only subscribers
- ▶ Digital issue blasted 2x
- ▶ Digital link of the issue
- ▶ PDF file of the issue
- ▶ Five (5) complimentary copies

Cost = \$3,500

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1. Acceptance or execution of an order is subject to Publisher's approval. Publisher reserves the right to reject any advertising which he feels does not conform to publication standards or for any other reason at any time without liability, even though previously acknowledged or accepted. Those advertisements which, in the judgment of the Publisher, look like editorial pages shall be marked "Advertisement."
2. Advertiser and Agency shall assume liability for all content, including copy, text, display, illustration and representation. Such content is published upon the understanding that Advertiser and Agency are fully authorized to and may lawfully publish and cause such publication to be made. Advertiser and Agency agree to indemnify and hold harmless Publisher from any and all liability, loss and expense of any nature arising out of such publication.
3. All rates and units of space are subject to change on notice from publisher. Advertisers are protected at their rate 60 days after effective date of new rates.
4. Orders for specific units of space and dates of insertion are necessary. Options on covers must be exercised by specific closing date with a non-cancelable contract.
5. Publisher assumes no responsibility for errors in key numbers or telephone numbers. No deduction for errors in these numbers allowed. Orders that contain incorrect rates or conditions shall be inserted and charged at regular schedule of rates.
6. Cancellation of any portion of a contract nullifies all rate protection. Any cancellations of orders must be made 60 days prior to the closing date to the publisher.
7. Advertiser will be short-rated or rebated at expiration or termination of contract if different rates or discounts earned or space actually used.
8. Costs incurred by Publisher in preparing material for publication will be charged to Advertiser. All advertisements ordered set and not used will be charged to Advertiser for composition.
9. Publisher may cancel any contract upon default of payment or breach of any contract provision.
10. Advertiser assumes all responsibility for compliance with United States Postal Regulations, Federal and State laws and regulations on any insertion.
11. Publisher will not be held liable for consequential costs due to loss or damage incurred beyond Publisher's control. The liability of Publisher for any error which may be held legally responsible will not exceed cost of space occupied by the error. Publisher will not, in any event, be liable for loss of income, profits and/or consequential damages.
12. Conditions appearing on contracts, orders or copy instructions which conflict with Publisher's contract and/or policies will not be binding on Publisher.
13. A finance charge of 1.5% will be applied to any balance over thirty (30) days after invoice date (APR 18%).
14. Insertion Order: MadMen3 Inc. ("MadMen3") agrees to deliver, and Advertiser agrees to pay for, the services on the applicable Insertion Order ("IO") which IO is incorporated herein by this reference according to the rates specified on the IO and subject to these Terms.
15. Cancellation: Advertiser may cancel the IO within fifteen (15) days prior written notice ("Notice Period"); provided that the Advertiser shall be financially responsible for days ad has run up to and through the end of the Notice Period. Cancellation must be sent via fax to MadMen3 at 608-241-8666 (Attn: Billing) and will be deemed given upon MadMen3's confirmation of receipt.
16. Ad Material; Late Creative: Artwork, copy, other content, active URLs and other components of the advertisement (collectively, "Ad Materials") must comply with MadMen3's criteria and specifications found on the Media Kit for its applicable Web sites ("Policies") as updated from time-to-time at MadMen3's discretion. Ad Materials must be received at least five (5) business days prior to the scheduled start date or within the timeframe in the Web specifications for the applicable ad type if such timeframe is greater. If Ad Materials are not received within such timeframe, or if provided incorrectly or inconsistent with the Web specifications, then guaranteed delivery and MadMen3's obligations will be reduced pro-rata for the period of time that reserved space was not filled.
17. Editorial Approval: All Ad Materials are subject to MadMen3's approval. MadMen3 reserves the right, at any time and for any reason in its discretion, to reject, cancel or cease publication of any Ad Materials, space reservation, or position commitment, without any liability for the same.
18. Payment Terms: Advertiser will be invoiced at the beginning of advertising period for the amount on the IO and payment shall be made to MadMen3 within 30 days from date of invoice ("Due Date"). If Advertiser fails to make a timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by MadMen3 in collecting such amounts. MadMen3 reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. If agency is the signing party placing an IO for the benefit of its client, then agency is responsible for all payments hereunder regardless of whether it has received payment from its client; however, MadMen3 reserves the right to hold the agency and its client jointly and severally liable for all payments.
19. Warranties; Indemnity: Advertiser hereby represents and warrants to MadMen3 that Advertiser has the right to publish the Ad Materials in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. Advertiser agrees, at its own expense, to indemnify, defend and hold harmless MadMen3, its employees, officers, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including reasonable attorneys' fees and costs) arising out of or relation to (a) the publication of any advertisement hereunder, (b) the Ad Materials or any matter of thing contained in any advertisement, and/or (c) any material of Advertiser in which users can link through any advertisement (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices). If the agency is the Signing Party placing an IO for the benefit of its client, then the client and agency shall each be considered the agent, to bind its client to these Terms and the IO. MadMen3 makes no warranty of any kind with respect to its web sites or services to be delivered hereunder and hereby disclaims any and all warranties, express or implied, including without limitation, all warranties of merchantability, fitness for a particular purpose, and non-infringement. All services are provided on an as is basis without guarantee.
20. Limitation of Liability: MadMen3 shall not be liable to advertiser, its agency or any third party under or in relation to these terms or any IO for any consequential, incidental, special or indirect damages of any kind or nature, under any theory of law or equity, and whether or not MadMen3 has been advised of the possibility of such damages. In no event will MadMen3's liability under or in relation to these terms or any IO exceed the fees actually paid to MadMen3 for the advertisement giving rise to such liability.
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