

ACTIVITY GUIDE

Advertising Agreement

Print, sign, and return

This Advertising Agreement ("Agreement") is entered into between Activity Guide ("Publisher") and the advertiser identified above ("Advertiser").

ADVERTISER INFORMATION

BUSINESS / CAMP NAME

EMAIL

WEBSITE

BUSINESS ADDRESS

CONTACT NAME

PHONE

TITLE

CITY / STATE / ZIP

ADVERTISING ORDER

ISSUE / EDITION

ZONE(S) / NEIGHBORHOODS

AD SIZE (FULL PAGE)

DEPOSIT PAID

BALANCE DUE DATE

DISTRIBUTION DATE

NUMBER OF ZONES

TOTAL PRICE (USD)

BALANCE DUE

PAYMENT METHOD

☐ Credit / debit card

☐ Invoice / check

☐ Pay online at activityguide.online

MATERIALS & NOTES

ARTWORK NOTES, OFFERS, QR CODE, SPECIAL INSTRUCTIONS

Terms and conditions continue on the following pages. Signature block is on the final page.

Terms and conditions

v1.4-2026

1. Distribution

Activity Guide is a local advertising publication designed to connect families with businesses providing activities, education, sports, camps, lessons, enrichment programs and related services. Publisher will arrange distribution of the applicable issue within the geographic zone(s) purchased. Unless expressly guaranteed in writing, stated distribution quantities are estimates. Publisher may reasonably adjust mailing routes, carrier routes, ZIP-code coverage or delivery methods when necessary.

2. Advertising zones

Each purchase applies only to the zone(s) identified in this Agreement. Advertising in one zone does not include another zone. Multi-zone pricing is governed by the written rate on this Agreement, invoice or incorporated order. Additional zones are subject to availability.

3. Advertising materials

Advertiser must provide logos, photographs, copy, contact information, offers, QR codes and other materials by Publisher's deadline. Advertiser confirms that it owns all artwork it submits — including logos, photographs and images — or holds a valid license to use it, and that its materials do not infringe any copyright, trademark or other right of any third party. Advertiser is responsible for verifying all names, phone numbers, addresses, websites, emails, QR codes, prices, promotions, dates and other content, and agrees to indemnify Publisher against claims arising from materials Advertiser supplies.

4. Ad design

If design is included, Activity Guide may create the advertisement using materials supplied by Advertiser. Reasonable basic design and layout are included unless otherwise agreed. Extensive custom work or repeated revisions may carry an additional charge if approved by Advertiser. Publisher may make technical adjustments required for print production.

5. Proof approval

Advertiser must carefully review any proof. Approval by signature, email, text message or other written electronic communication constitutes final approval. After approval, Advertiser assumes responsibility for approved content. If Advertiser does not respond by the proof deadline, Publisher may use the most recently approved artwork or supplied advertisement when reasonably necessary to meet production.

6. Artwork deadlines

All materials and approvals must be received by Publisher's deadlines. Missing a deadline does not automatically cancel Advertiser's payment obligation. When reasonably possible, Publisher may use prior approved artwork, use materials already supplied, move the advertisement to a later issue by mutual agreement, or take another reasonable action agreed with Advertiser.

7. Payment terms

The current rate for a Full Page advertisement is \$495 per edition unless a different amount is written in the Advertising Order section of this Agreement or on an invoice accepted by Advertiser. Advertiser agrees to pay the total amount stated in this Agreement. Unless different written terms apply, payment must be completed before the issue is sent to print. Advertising space is not fully secured until any required deposit or payment is received. Advertiser is responsible for reasonable costs of collecting an undisputed past-due balance to the extent permitted by law.

8. Cancellation policy

Advertiser may cancel in writing before the applicable cancellation deadline. Once final production has begun or the cancellation deadline has passed, payments may become non-refundable because design, printing, mailing, distribution or other commitments may already have been made. If Activity Guide cancels an issue and cannot provide the placement or a mutually acceptable replacement, Publisher will refund amounts paid for advertising not provided.

9. Multiple-issue / multiple-zone packages

Discounted pricing based on multiple zones or issues is conditioned upon completion of the agreed package. Modifications or cancellations are governed by the written pricing and cancellation terms of the order. Pricing will not be retroactively changed unless expressly provided in writing.

10. Printing variations

Commercial printing may produce reasonable variations in color, positioning, trimming, paper appearance and reproduction compared with a digital proof. Minor variations that do not materially affect the advertisement do not constitute failure to provide the contracted service.

Terms and conditions (continued)

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11. Distribution limitations

Publisher will use commercially reasonable efforts to complete planned distribution but does not guarantee that every individual household in a zone will receive a copy. Publisher is not responsible for isolated delivery failures, inaccessible addresses, postal issues, carrier-route changes, vacant properties, incorrect postal records or circumstances outside Publisher's reasonable control.

12. Advertising results

Activity Guide provides advertising exposure and distribution. Publisher does not guarantee any specific number of calls, leads, website visits, QR-code scans, registrations, customers, enrollments, sales, revenue or profit.

13. Advertiser representations

Advertiser represents that its advertisement and business activities comply with applicable law and that advertising claims are accurate and not intentionally misleading. Advertiser is responsible for licenses, permits, certifications, insurance, disclosures and other requirements applicable to its business.

14. Children's programs and services

Activity Guide is an advertising publication and does not independently operate, supervise, certify, endorse or guarantee advertisers, camps, schools, coaches, instructors or activity providers unless expressly stated. Each advertiser is responsible for its employees, contractors, background checks, safety procedures, insurance, licensing, supervision, facilities, programs and services. Families are responsible for evaluating programs appropriate for their children.

15. Right to refuse advertising

Publisher may decline advertising it reasonably determines is unlawful, deceptive, inappropriate for the publication's audience or inconsistent with publication standards. If rejected before publication and Advertiser cannot reasonably modify it, amounts paid for the rejected placement will be refunded.

16. Intellectual property

Advertiser retains ownership of its logos, photographs, trademarks and original materials and grants Activity Guide permission to reproduce them as necessary to create, print, distribute, display and promote the purchased advertisement and applicable issue. Activity Guide retains ownership of its publication name, branding, layouts, templates and original design materials.

17. Digital promotion

Unless Advertiser opts out in writing, Advertiser authorizes Activity Guide to display or reproduce the advertisement in reasonable promotional uses related to the publication, including digital versions, Publisher's website, sales presentations, portfolio materials and social-media promotion.

18. Limitation of liability

To the fullest extent permitted by applicable law, Activity Guide's liability arising from an advertising error, omission, failure to publish or material distribution failure will not exceed the amount actually paid by Advertiser for the affected advertisement or placement. If an issue is not mailed or distributed as planned, Publisher is not liable for income, revenue, profits or other foreseeable or expected earnings Advertiser believed it would gain from the publication. Nothing excludes liability that cannot legally be excluded or limited.

19. Force majeure

Neither party is responsible for delay or failure caused by circumstances beyond its reasonable control, including natural disasters, fires, severe weather, government actions, postal disruptions, transportation interruptions or major equipment failures. Publisher will use reasonable efforts to reschedule or otherwise fulfill affected obligations when practicable.

20. Independent businesses

The relationship is solely that of publisher and advertiser. This Agreement does not create a partnership, employment relationship, franchise, agency relationship or joint venture.

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Terms and conditions (continued)

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21. Governing law

This Agreement will be governed by the laws of the State of California, without regard to conflict-of-law principles. Disputes will be handled in an appropriate court or other agreed dispute-resolution forum having jurisdiction under applicable law.

22. Entire agreement

This Agreement, together with the applicable advertising order, invoice, rate sheet or written addendum incorporated into it, constitutes the agreement concerning the advertising purchase. Material modifications must be agreed to in writing by both parties.

23. Electronic signatures

Electronic signatures and electronically transmitted copies may be treated as originals to the extent permitted by applicable law.

24. Printer errors and delays

Printing and mailing are performed by third-party vendors. Publisher is not liable for errors, defects or delays caused by a printer, mail house or the USPS. If a material printing error caused by Publisher or its printer makes Advertiser's ad unreadable, Publisher's sole obligation is, at its option, to run the ad again in a later edition or to refund the amount paid for that ad.

25. Advertiser's services and refunds to customers

Advertiser alone is responsible for delivering the programs, products and services it advertises, for the accuracy of every claim in its ad, and for any refund, complaint or dispute with its own customers. Publisher is a directory, not the seller, and is not responsible if Advertiser fails to perform, misrepresents its services or refuses a refund.

26. Other advertisers

Publisher may include any number of other camps, programs and businesses in any edition, including direct competitors of Advertiser. No category, zone or placement exclusivity is granted unless agreed in writing.

27. Ad sizes and layout

Publisher may offer ads of different sizes and may decide the size, page order, layout and design of each edition. Other advertisers may purchase larger or smaller space than Advertiser.

28. Stopped payments and collections

If Advertiser stops payment, reverses a charge, files an unjustified card dispute or otherwise fails to pay amounts owed, the full balance becomes immediately due. Publisher may pursue collection, including through a collection agency or court, and Advertiser agrees to pay reasonable collection costs and attorney fees to the extent permitted by law.

29. No other promises

Publisher makes no promises, guarantees or warranties other than those expressly written in this Agreement, including no guarantee of response, inquiries, enrolments or sales from any ad.

30. Zone pricing and rates

Publisher sets its own prices for advertising space and may charge different prices for different zones, neighborhoods, editions or advertisers. Pricing may be based on any business factors Publisher considers relevant, and Publisher is not required to disclose, explain or justify its pricing or the reasons for any difference in price.

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Signatures

Electronic signatures accepted

By signing below, Advertiser agrees to the Activity Guide Advertising Agreement and the terms and conditions set out in this document, and confirms authority to enter into this Agreement on behalf of the business named above.

ADVERTISER

PRINTED NAME

TITLE

DATE

SIGNATURE

PUBLISHER — ACTIVITY GUIDE

PRINTED NAME

TITLE

DATE

SIGNATURE

Return the completed form to Activity Guide by email, or complete and sign the same agreement online at activityguide.online/advertisers. This document is a business agreement and not legal advice.