

UBM Medica
Newsmagazine Group
600 Harrison St. 6th Floor
San Francisco, CA 94107

Key Contacts:

Group Publisher Oncology & Radiology
Kathy Mischak
(415) 874-4573
kathy.mischak@cmpmedica.com

Group Director, Business Development, Practice Management & Radiology
Eric Temple-Morris
(503) 203-1060
eric.temple-morris@cmpmedica.com

Publishing Director
William Markowitz, RPh
(203) 523-7059
bill.markowitz@cmpmedica.com

Classified Sales Manager
Jules Leo
(201) 984-6267
jules.leo@cmpmedica.com

Editorial Director
John C. Hayes
(415) 874-4572
john.hayes@cmpmedica.com

David Lansdowne
Lansdowne Media Services
Phone: (44) 1442 877777
Fax: (44) 1442 870617
davidl@lansdowne-media.co.uk

Japan
Masahiko Yoshikawa
Orient Echo, Inc.
Phone: 81 (3) 3235-5961
Fax: 81 (3) 3235-5852
mashy@fa2.so-net.ne.jp

Director - Research, Marketing, and Circulation
Amy Erdman
(203) 523-7041
amy.erdman@cmpmedica.com

Senior Circulation Manager
Michael Krager
(203) 523-7036
michael.krager@cmpmedica.com

Diagnostic Imaging and Diagnostic Imaging Europe Production Department
(203) 523-7050
production@cmpmedica.com

Media Kit
<http://mediakit.cmpmedica.com>

Date Issued: October 2009

Effective Date: January 2010

DIAGNOSTIC IMAGING

DIAGNOSTIC IMAGING EUROPE

RATE INFORMATION

1. Effective Date and Agency Discount:

a) Effective rate date: January 2010. No conditions other than those set forth in this rate card shall be binding upon UBM Medica LLC ("UBM Medica") unless specifically agreed to by UBM Medica in writing.

b) Agency commission: Fifteen percent of gross billing on space, color, cover, and preferred position charges. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices that are not paid within ninety (90) days of the date of the invoice.

2. Earned Rates:

a) Full run: Earned rates, according to the rate card in force, are given to advertisers based on advertising frequency within a 12-month period. Earned rates are based on total number of full and fractional pages, and all page sizes are counted in determining frequency discounts.

b) Frequency rates: The 2010 frequency rate will be determined by the total number of pages placed in **Diagnostic Imaging** and **Diagnostic Imaging Europe** by a company and its subsidiaries within the 12-month period of January to December 2010.

3. Discounts:

Combined frequency: Insertions in **Diagnostic Imaging** and **Diagnostic Imaging Europe** may be combined to earn the best frequency discount.

DIAGNOSTIC IMAGING RATES

4. Diagnostic Imaging 2010 Full Run rates (B&W):

SIZE	1x	3x	6x	12x	18x	24x	36x	48x	60x
Full page	8,280	8,100	7,900	7,500	7,350	7,220	7,010	6,910	6,840
2/3 page	7,050	6,880	6,710	6,390	6,240	6,120	5,960	5,890	5,800
Isl. 1/2 page	6,210	6,070	5,920	5,650	5,520	5,410	5,240	5,180	5,130
1/2 page	5,390	5,260	5,130	4,870	4,760	4,680	4,550	4,470	4,430
1/3 page	4,570	4,450	4,340	4,150	4,020	3,980	3,840	3,810	3,760
1/4 page	3,330	3,240	3,160	3,010	2,940	2,880	2,790	2,750	2,730

Additional Frequencies:

(Full Page Rates)

72x:	\$6,750
96x:	\$6,670
120x:	\$6,560
144x:	\$6,430

5. Diagnostic Imaging Color: In addition to earned black and white rates

a) Rates for color (other than black): Second colors available in units of 1/4 page or larger only. Standard second-color shades: red, blue, green, yellow.

	Per page	2-page spread
Standard Second Color	\$950	\$1,780
Matched Second Color	\$1,300	\$2,460
R.O.P. 4-color Process	\$2,540	\$4,890

b) Color fractionals (display): Add 40% to the earned B&W rate.

(Pricing for 4-color fractionals is calculated at 40% of the B&W rate. Rates for matched second color are noted on chart.)



DIAGNOSTIC IMAGING RATES (CONT.)

6. Diagnostic Imaging Covers and Special Positions:

Non-cancellable. Minimum frequency of 6 covers per calendar year. Front (1st) cover not available.

Cover and special position rates include earned B/W rates plus premiums listed below:

Cover 2:	\$5,915
Cover 3:	\$5,525
Cover 4:	\$6,640
First spread following cover 2:	\$1,535
Page 1:	\$1,390
Other special positions:	\$1,390
Facing fractional pages:	10%
Right hand and consecutive right hand pages:	10%

For questions E-mail: production@cmpmedica.com.

7. Diagnostic Imaging Classified Advertising:

Equipment Sales: Used or reconditioned equipment, imaging peripherals, services and supplies. **Employment:** Employment opportunities.

Page Size	Horizontal		Vertical		
	Space Unit	Width-Depth (in)	Width-Depth (mm)	Width-Depth (in)	Width-Depth (mm)
1 page		7 x 10	178 x 254	—	—
1/2 page		7 x 4 ⁷ / ₈	178 x 124	3 ¹ / ₂ x 10	85 x 254
1/4 pg		7 x 2 ³ / ₈	178 x 60	3 ¹ / ₂ x 4 ⁷ / ₈	85 x 124
1/8 pg		4 ³ / ₈ x 2	111 x 51	2 ³ / ₁₆ x 4	56 x 102

Classified Rates (non-commissionable)

Space Unit	1x	3x	6x	12x
1 page	\$5,150	\$4,640	\$4,120	\$3,910
1/2 page	\$3,090	\$2,550	\$2,270	\$2,160
1/4 pg	\$1,550	\$1,390	\$1,280	\$1,120
1/8 pg	\$820	\$770	\$740	\$700

Color: Additional 40% of earned B&W rate

Rates net. Rates based upon total number of insertions contracted and used within a 12-month period. Insertions in **Diagnostic Imaging** may be combined with insertions in **Diagnostic Imaging Europe** to earn the best frequency discount.

DiagnosticImaging.com Classified Rates:

Recruitment posting only: \$275

Recruitment posting combined with print: \$225

DIAGNOSTIC IMAGING EUROPE RATES

8. Diagnostic Imaging Europe 2010 Full Run Rates (B&W):

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x
1 Page	7,650	7,370	7,260	7,130	6,920	6,760	6,660	6,440	6,380	6,270
2/3 Pages	6,500	6,260	6,160	6,060	5,880	5,750	5,650	5,480	5,400	5,360
1/2 Island	5,730	5,520	5,450	5,340	5,180	5,090	4,980	4,850	4,780	4,710
1/2 Page	4,980	4,810	4,730	4,630	4,490	4,390	4,310	4,190	4,130	4,090
1/3 Page	4,210	4,050	4,000	3,900	3,810	3,710	3,660	3,540	3,500	3,470
1/4 Page	3,050	2,950	2,910	2,860	2,760	2,700	2,650	2,580	2,530	2,520

Additional Frequencies:

(Full Page Rates)

72X:	\$6,230
96X:	\$6,130
120X:	\$6,050
144X:	\$5,930

9. Diagnostic Imaging Europe Color: In addition to earned black and white rates

a) Rates for color (other than black): Second colors available in units of 1/4 page or larger only. Standard second-color shades: red, blue, green, yellow.

	Per page	2-page spread
Standard Second Color	\$910	\$1,730
Matched Second Color	\$1,270	\$2,480
4-color Process	\$2,480	\$4,600

b) Color fractionals (display)

1/2 page:	\$1,240
1/3 page:	\$830
1/4 page:	\$650

10. Diagnostic Imaging Europe Covers and Special Positions:

Non-cancellable. Minimum frequency of 6 covers per calendar year. Front (1st) cover not available.

Cover and special position rates include earned B/W rates plus premiums listed below:

Cover 2:	\$5,430
Cover 3:	\$4,655
Cover 4:	\$6,065
Rates for special position (color charges are additional):	\$1,215
Facing fractional pages:	10%
Right-hand and consecutive right-hand pages:	10%

For questions E-mail: production@cmpmedica.com.



DIAGNOSTIC IMAGING EUROPE RATES (CONT.)

11. Diagnostic Imaging Europe Classified Advertising:

Equipment Sales: Used or reconditioned equipment; imaging peripherals, services and supplies. **Employment:** Employment opportunities.

Page Size	Horizontal		Vertical	
	Space Unit	Width-Depth (in)	Width-Depth (mm)	Width-Depth (in)
1 page	7 x 10	178 x 254	—	—
1/2 page	7 x 4 7/8	178 x 124	3 1/2 x 10	85 x 254
1/4 pg	7 x 2 3/8	178 x 60	3 1/2 x 4 7/8	85 x 124
1/8 pg	4 3/8 x 2	111 x 51	2 3/16 x 4	56 x 102

Classified Rates (non-commissionable)

Space Unit	1x	3x	6x	12x
1 page	\$5,150	\$4,940	\$4,120	\$3,910
1/2 page	\$2,940	\$2,780	\$2,580	\$2,060
1/4 pg	\$1,470	\$1,390	\$1,160	\$1,020
1/8 pg	\$780	\$760	\$740	\$640

Color: Additional 40% of earned B&W rate

Rates net. Rates based upon total number of insertions contracted and used within a 12-month period. Insertions in **Diagnostic Imaging Europe** may be combined with insertions in **Diagnostic Imaging** to earn the best frequency discount.

DiagnosticImaging.com Classified Rates:

Recruitment posting only: \$275

Recruitment posting combined with print: \$225

DIAGNOSTICIMAGING.COM ONLINE PRODUCTS

12. Banner Advertising on DiagnosticImaging.com:

Banners:

Position	Size (Pixels)	Price
Top	728 x 90	\$80 net CPM
Bottom	728 x 90	\$60 net CPM
Skyscraper	160 x 600	\$80 net CPM
Rectangle	336 x 280	\$90 net CPM
Tile	160 x 160	\$40 net CPM

Home Page Roadblock: \$750 net per week: Top, Skyscraper, and Bottom

Dogear: \$8,000 net per month

Topical Section Sponsorship:

Fixed positioning on targeted sections offer a high share of voice on key topic areas. Available for sponsorship on a monthly basis.

Position	Size (Pixels)	Price
Top/Bottom	728 X 90	\$3,000 per month

DiagnosticImaging.com Classified Rates: See sections 7 or 11.

13. E-newsletter: Leaderboard (728x90) - \$4,500 net per month

Two Skyscrapers (160x356) - \$3,500 net per month

Four Squares (160x160) - \$2,150 net per month

14. White Paper: \$6,000 net, 3-consecutive-month commitment

15. Advertorial Blasts: \$5,000 net per blast January through September, \$8,000 net per blast October through December

16. Focal Points: \$20,000 net, 3-consecutive-month commitment

17. NetSeminar: \$25,000 net

18. Multimedia News Release: \$15,000 net, \$25,000 net with video or additional online offerings and custom programs, consult publisher.

INSERTS

19. Availability and Acceptance:

a) Availability: Inserts are available for full run only.

b) Acceptance: Send sample to publisher for approval prior to ad closing date. Final furnished inserts must be the same size as the approved sample. Any variations on standard insert size (e.g., gatefold inserts) must be submitted for publisher review and approval.

20. Charges: Earned B&W frequency rates. Special insert and gatefold rates available upon request. Publisher will print inserts upon request. Please consult production manager for quote.

21. Sizes and Specifications/Trimming: For detailed insert specifications please visit <http://mediakit.cmpmedica.com>

22. Quantity Required:

Diagnostic Imaging 40,000 per issue. Additional targeted advertising opportunities and supplements may require more inserts. Verify quantity needed with your sales representative prior to shipment.

Diagnostic Imaging Europe: Check with publisher for insert quantity needed.

23. Shipping: Contact production department at (203) 523-7050. For insert shipping information visit <http://mediakit.cmpmedica.com>. E-mail: production@cmpmedica.com

24. Business Reply Cards: Rates are based on half-page B&W earned frequency rates.

ISSUANCE AND CLOSING

25. Closing Dates:

Space and materials deadlines:

Diagnostic Imaging

Issue:	Close:	Materials:
January	December 10	December 15
February	January 6	January 9
March	January 21	January 26
April	February 13	February 19
May	March 17	March 20
June	April 15	April 20
July	May 18	May 22
August	June 22	June 25
September	July 21	July 24
October	August 27	September 2
November	September 18	September 23
December	October 20	October 23

Diagnostic Imaging Europe

Issue:	Close:	Materials:
Feb/March	January 12	January 16
April	February 26	March 3
May	March 30	April 2
June/July	April 27	April 30
Aug/Sept	June 29	July 2
October	August 14	August 19
November	September 30	October 5
Dec/Jan	October 16	October 21

26. First issue:

Diagnostic Imaging: 1979
Diagnostic Imaging Europe: 1985

27. Frequency:

Diagnostic Imaging: 12x per year (monthly)
Diagnostic Imaging Europe: 8x per year

28. Mailing Class: Diagnostic Imaging: Periodicals.

Diagnostic Imaging Europe: International distribution.
 UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

29. Mail Date: Last week of the month.**30. Cancellations of space:** Not accepted after publication closing date.**EDITORIAL****31. Editorial Profile:**

Diagnostic Imaging is the news magazine of the medical imaging field, providing analysis of trends and developments; feature-length coverage of clinical breakthroughs and technical innovations; news on legislation, reimbursement regulations, managed care, socioeconomic issues, meetings and symposia, continuing education, and literature relevant to medical imaging.

Diagnostic Imaging Europe is dedicated to informing, educating and entertaining doctors and decision-makers involved in the practice of medical imaging. It offers a balanced mix of the latest clinical news, comprehensive and original overview articles, insightful commentary, and unparalleled coverage of key imaging congresses. A distinguished and active board of 29 specialists from around the continent helps to maintain quality and ensure a distinctly European focus. The experienced editorial and publishing team has a keen awareness of imaging's global scope, and consistently delivers both regional news and worldwide developments.

CIRCULATION**32. Description of Circulation Parameters:****Diagnostic Imaging**

Diagnostic Imaging serves the fields of diagnostic radiology and other imaging specialties. Qualified recipients are office and hospital-based physicians who practice radiology, nuclear medicine and other imaging specialties. Also qualified are radiology department administrators/managers (including radiology business managers and PACS administrators.)

Diagnostic Imaging Europe

Diagnostic Imaging Europe serves the fields of radiology and other imaging technologies in Europe. Qualified recipients are office and hospital-based physicians who practice radiology, nuclear medicine and other imaging technologies. Also qualified are medical physicists, administrative personnel and others allied to the field.

Circulation distribution: 100% controlled for both **Diagnostic Imaging** and **Diagnostic Imaging Europe**

33. Circulation Verification:

a) **Audit:** BPA Worldwide for **Diagnostic Imaging** and publisher's sworn statement for **Diagnostic Imaging Europe**

b) **Mailing house:**

Diagnostic Imaging: Direct Medical Data Inc.
Diagnostic Imaging Europe: Hallmark Data Systems

34. Estimated Total Circulation For 2010*:

Diagnostic Imaging: 32,100
Diagnostic Imaging Europe: 10,000

35. Coverage:**Diagnostic Imaging**

Estimated Total Circulation for 2010*: 32,100

Physicians	Total Qualified
Diagnostic Radiology	20,689
Nuclear Medicine	1,597
Vasc./Interv. Radiology	514
Neuroradiology	554
Nuclear Radiology	123
Pediatric Radiology	101
Other M.D.	1,297
TOTAL PHYSICIAN	24,875
Executives	
Radiology Administrator	4,513
Rad. Bus. Manager	262
PACS Administrator	297
CIO/IS Dir./IS Mgr.	73
CEO/Pres/Exec. Dir./Chm	287
CFO/COO/Other Exec	325
Others Allied to the Field	1,468
TOTAL EXECUTIVE	7,225
TOTAL CIRCULATION	32,100

Diagnostic Imaging Europe

Estimated Total Circulation for 2010*: 10,000

Physicians	Total Qualified
Diagnostic Radiologist	7,801
Other Physician	748
TOTAL PHYSICIAN	8,549
Executives	
Medical Physicist	287
Admin. Personnel/C-titles	374
Senior Radiographer	183
Academic	148
Distributor/Dealer/Manufacturer	236
Others Allied to the Field	223
TOTAL EXECUTIVE	1,451
TOTAL CIRCULATION	10,000

*Publisher's sworn statement based on current (8/20/09) Hallmark Data Systems counts.

*Publisher's projected 2009 circulation based on current (8/20/09) Hallmark Data Systems and Direct Medical Data Inc. counts.
 Total Qualified BPA July 2009 Circulation is 32,100

GENERAL INFORMATION

36. Requirements For Advertising Acceptance:

Advertisers and their agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse any advertising that is not in keeping with the publication's standards. Advertisers may be requested to submit evidence of documentation to substantiate claims. A deliberate attempt to simulate a publication's format is not permitted. The publisher reserves the right to place the word "advertisement" with any copy that resembles editorial matter.

37. Short-Rates and Rebates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.

38. Rate Protective Clause: Proper notification will be given of any rate changes. Contracts may be cancelled at the time a change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to date of cancellation

39. Services:

a) Mailing list: Diagnostic Imaging contact Walter Karl Midwest (847) 619-9800
Diagnostic Imaging Europe – not available

b) Editorial reprints:

Wrights Reprints
 Phone: (877) 652-5295
 E-mail: sales@wrightsreprints.com

c) Advertiser index: Provided each issue

d) Sponsorship opportunities: Contact publisher for details regarding **Diagnostic Imaging, Diagnostic Imaging Europe, Diagnostic Imaging Asia Pacific,** and **DiagnosticImaging.com** sponsorship opportunities.

40. Association Memberships: Diagnostic Imaging and Diagnostic Imaging Europe are a division of UBM Medica which is a member of the Business Publications Audit of Circulation.

41. Paid Subscription Information:

Diagnostic Imaging

Distributed monthly without charge to qualified professionals in the U.S.
 All others pay the following:
 Within the U.S.: \$130
 Canada: \$150
 International: \$240

Diagnostic Imaging Europe

Distributed monthly without charge to qualified professionals in Europe.
 All others pay the following:
 Within Europe: \$80
 All other: \$143 (airmail)

MECHANICAL REQUIREMENTS

42. Ad Sizes and Bleed Sizes

a) Live matter: 3/8" from trim edge. For spread ads, please allow 1/2" for the gutter (1/4" per page)

b) Trim size of journal:

Diagnostic Imaging – 7³/₄ x 10³/₄ in. (197 x 273mm)
Diagnostic Imaging Europe – 8¹/₈ x 10⁷/₈ in. (206 x 276mm)

c) Standard unit sizes: Space can be used only in the forms mentioned. Advertisements exceeding type size in any dimension considered bleed or oversized, except for gutter bleed.

d) Bleed and oversized ads: Acceptable in spreads, full-page units, 2/3-page and 1/2 page units

43. Type of Binding:

Diagnostic Imaging – Saddle stitched
Diagnostic Imaging Europe – Saddle stitched

44. Paper Stock:

Diagnostic Imaging – Text 34lb Gloss #5. Covers: 80lb Gloss #3
Diagnostic Imaging Europe – Text 40lb. white machine-coated. Covers: 100lb text white machine-coated.

Diagnostic Imaging

Space Unit	Vertical		Horizontal	
	Width-Depth (in)	Width-Depth (mm)	Width-Depth (in)	Width-Depth (mm)
1 page	7 ³ / ₄ x 10 ³ / ₄	197 x 273	—	—
2/3 page	4 ⁸ / ₂₅ x 9 ¹³ / ₂₀	110 x 245	6 ¹ / ₂ x 6 ¹ / ₂	165 x 165
1/2 pg	3 ¹ / ₅ x 9 ¹³ / ₂₀	81 x 245	6 ¹¹ / ₂₀ x 4 ⁶ / ₁₀₀	166 x 119
1/3 pg	2 ³ / ₁₀ x 9 ¹³ / ₂₀	58 x 245	6 ¹¹ / ₂₀ x 3 ¹ / ₄	166 x 83
1/4 pg	3 ¹ / ₅ x 4 ⁶ / ₁₀₀	81 x 119	6 ¹¹ / ₂₀ x 2 ³ / ₈	166 x 60

Specifications for Bleed:	Width-Depth (in)	Width-Depth (mm)
Single page bleed	8 x 11	203 x 280
Spread bleed film	15 ³ / ₄ x 11	400 x 280
1/2 page horizontal spread bleed	15 ³ / ₄ x 5 ¹ / ₂	400 x 140
2/3 page bleed	5 ⁹ / ₂₀₀ x 11	128 x 280
1/2 page bleed/vertical	3 ⁹ / ₁₀ x 11	99 x 280
1/2 page bleed/horizontal	7 ⁷ / ₈ x 5 ¹ / ₂	200 x 140
Final trim size	7 ³ / ₄ x 10 ³ / ₄	197 x 273

Diagnostic Imaging Europe

Space Unit	Vertical		Horizontal	
	Width-Depth (in)	Width-Depth (mm)	Width-Depth (in)	Width-Depth (mm)
1 page	8 ¹ / ₈ x 10 ⁷ / ₈	206 x 276	—	—
2/3 page	4 ⁹ / ₁₆ x 10	116 x 254	7 x 6 ¹ / ₂	178 x 165
Isl. 1/2 pg	4 ⁹ / ₁₆ x 7 ¹ / ₄	116 x 184	—	—
1/2 pg	3 ¹ / ₅ x 10	84 x 254	7 x 4 ⁷ / ₈	178 x 124
1/3 pg	2 ³ / ₁₆ x 10	55 x 254	4 ⁹ / ₁₆ x 4 ⁷ / ₈	116 x 124
1/4 pg	3 ¹ / ₅ x 4 ⁷ / ₈	84 x 124	7 x 2 ³ / ₈	178 x 60

Specifications for Bleed:	Width-Depth (in)	Width-Depth (mm)
Single page bleed	8 ³ / ₈ x 11 ¹ / ₈	213 x 283
Spread bleed film	16 ³ / ₄ x 11 ¹ / ₈	426 x 283
1/2 page horizontal spread bleed	16 ³ / ₄ x 5 ⁵ / ₈	426 x 143
2/3 page bleed	5 ¹ / ₄ x 11 ¹ / ₈	133 x 283
1/2 page bleed/vertical	4 x 11 ¹ / ₈	102 x 283
1/2 page bleed/horizontal	8 ³ / ₈ x 5 ⁵ / ₈	213 x 143
Final trim size	8 ¹ / ₈ x 10 ⁷ / ₈	206 x 276

MECHANICAL REQUIREMENTS (CONT.)

45. Reproduction Requirements:

a) **Digital file format:** PDF/X-1a only

b) **Media:** CD-ROM or via FTP site

c) **File preparation:** Max. ink density: 300%

Bleed: .125 Registration offset: 12pt

Page size: trim size plus 1 inch

Min. Contone Resolution: 300

Min. Lineart Resolution: 1200

d) **Digital proof specifications:** Contact proof created from a SWOP Certified System required (<http://www.swop.org>).

e) Shipping:

Production Department

Diagnostic Imaging and Diagnostic Imaging Europe

UBM Medica

535 Connecticut Avenue, Suite 300

Norwalk, CT, 06854

Phone: (203) 523-7050

E-mail: production@cmpmedica.com

f) **Media labeling:** Please include a copy of the insertion order; publication title and issue date; agency/advertiser name; production contact information; and the file name/number and list of contents.

g) **Disposition of material:** Materials will be stored for 13 months and then destroyed unless otherwise advised in writing.

h) **Charges:** Clients will be charged for corrections to conform submitted files to specifications. It is the client's responsibility to furnish files that do not require correction. While Diagnostic Imaging may, at a client's expense, adjust improperly prepared files, it is not obligated to do so and will not be held liable if incorrect files result in printed advertisements not meeting the client's expectations.

Please visit <http://mediakit.cmpmedica.com> for the most recent file preparation tools and guidelines.

ADDITIONAL TERMS AND CONDITIONS

1. Positioning of advertisements is at the sole discretion of UBM Medica, except where a specific position has been agreed to by UBM Medica in writing.

2. UBM Medica assumes no liability for any errors or omissions in key numbers or facts appearing in advertisements. The advertiser is responsible for the content of the advertisement.

3. UBM MEDICA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS 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.

4. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

5. The advertiser hereby represents and warrants to UBM Medica that the advertiser has the right to publish the advertising materials or other information provided hereunder ("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. The advertiser agrees, at its own expense, to indemnify, defend and hold harmless UBM Medica, its employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including attorneys' fees and costs) arising out of or related to (a) the printing, publication or distribution of any Ad Materials hereunder, (b) the Ad Materials or any matter or thing contained in any Ad Materials and/or (c) third parties' access to advertiser's website and/or use of advertiser's products and services (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).

6. UBM MEDICA SHALL NOT BE LIABLE TO ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT UBM MEDICA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL UBM MEDICA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO UBM MEDICA FOR THE AD MATERIALS GIVING RISE TO SUCH LIABILITY.

7. UBM Medica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM Medica.

8. Advertising in UBM Medica's online products and services is subject to the terms of the applicable online insertion order.

9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.



UBM Medica

www.diagnosticimaging.com