

UNDERCOVER

A Special Message to our Advertisers:

Undercover is still growing strong!

For nearly 2 decades, the *Undercover* has been the only **FREE**, full color, monthly, new release magazine, providing a valuable tool for adult retailers. We understand that getting your products in front of adult retailers can be difficult and *Undercover* is designed to do just that: advertise your new releases to the people who buy them in bulk and stock their shelves with the titles. Our efforts to provide an even more valuable resource have resulted in the addition of some new features to our publication.

We continue to provide a monthly magazine that displays the latest information on new adult video media releases, recommendations for top-selling DVD and VHS titles, and release dates for monthly coming attractions.

In addition to all the great information we already provide, we now additionally include the following:

- Marketing recommendations from some of the most successful people in the adult industry.
- Suggestions on improving retailers' strategies; from "point of purchase" areas and floor displays, to full advertising campaigns.
- Interviews with some of the top names in the adult business ... including stars, leading directors, and studios.
- Monthly specials on popular adult DVD.

**If you don't reach the right people,
it doesn't matter how many people you reach.**

The *Undercover* is "**The Retailers' Resource for Adult Entertainment**". These changes entertain and educate retailers about their own industry; and increase the value of the publication.

Thank you for your continued support.

Undercover Publications

Undercover Publications, 3700 Kelley Ave., Cleveland, OH 44114

UNDERCOVER

Editorial Mission

Undercover has embarked on a campaign to make our readers serial buyers; to inspire them to order new releases; to encourage them to keep their inventory fresh and to ensure them that they are making educated decisions. We want to instill buying fever and feed the flame every month, from the first page to the last.

Undercover is a monthly celebration of the best of new adult DVD from the most popular and elaborate productions to the most niche specific fetish titles.

Undercover is a retailers' educational publication, including articles on real-world retail strategies and real-life retail experiences.

Undercover is an entertaining publication, including interviews with adult stars and insiders in the adult industry.

“The Retailers’ Resource for Adult Entertainment.”

UNDERCOVER

Delivering The Right Readers

***Undercover* delivers buyers.**

- Buyers who make a difference in the success of a new adult DVD feature.
- Buyers who own and operate stores and franchises that retail adult merchandise.
- Buyers who wholesale adult merchandise.

With this magazine you have an opportunity to put your products directly in front of these buyers, to display your product in the best possible light and bring your name to their attention, ensuring a demand for your product.

With this magazine you have an opportunity to put your products directly in front of wholesalers. Wholesalers respond to retailers' demands and wholesalers will want to stock your product when the retailer is requesting it.

“The Retailers’ Resource for Adult Entertainment.”

- ***Undercover*** is free of charge.
- ***Undercover*** is distributed to thousands of adult retailers across the US.
- ***Undercover*** is a determining factor in retailers' buying decisions.
- ***Undercover*** is an aid to wholesalers' sales initiatives.

UNDERCOVER

Production Calendar

Issue Date	Space Deadline	Art Deadline
January 2007	December 2, 2006	December 9, 2006
February 2007	December 29, 2006	January 5, 2007
March 2007	January 26, 2007	February 2, 2007
April 2007	March 3, 2007	March 9, 2007
May 2007	March 30, 2007	April 6, 2007
June 2007	April 27, 2007	May 4, 2007
July 2007	June 1, 2007	June 8, 2007
August 2007	June 29, 2007	July 6, 2007
September 2007	August 3, 2007	August 10, 2007
October 2007	August 31, 2007	September 7, 2007
November 2007	September 28, 2007	October 5, 2007
December 2007	November 2, 2007	November 9, 2007
January 2008	November 21, 2007	November 30, 2007

Artwork must be received by the Art Deadline

Artwork Specification

- **Page trim:** 8.5" X 11"
 - **Full bleed artwork size:** 8.75" X 11.25"
 - **Critical content:** at least .375" to .5" from the trim
 - **Resolution:** 300 dpi
 - **CMYK color profile:** S.W.O.P.
 - **Accepted formats:** .TIFF, .PDF, .EPS, or .JPG
 - **Supported compression:** ZIP or STUFFIT
 - **Quark support:** desktop publishing documents only. Include all links and fonts
 - **Restrictions:** Ads cannot include phone numbers; domain names; sexual intercourse; masturbation; sadistic or masochistic abuse; or lascivious exhibition of the genitals or pubic area of any person (e.g., "spread shots"). Visual depictions of simulated sexual conduct must be simulated; we cannot accept pixelated or obscured depictions of actual sexually explicit conduct.
- If necessary, **Undercover** reserves the right to edit any advertising.

Upload artwork to: <http://www.gva-twn.com/upload/>

Send artwork to: Undercover Publications, 3700 Kelley Ave., Cleveland, OH 44114

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UNDERCOVER

Annual Insertion Order

Company Name	_____		
Your Name	_____	Address	_____
Phone Number	_____		_____
Email Address	_____		_____

Enter the number of pages you would like to Reserve for each Issue Date

Reserved	Issue Date	Art Deadline	Per Page	Total Cost
	January 2007	December 9, 2006		
	February 2007	January 8, 2007		
	March 2007	February 2, 2007		
	April 2007	March 9, 2007		
	May 2007	April 6, 2007		
	June 2007	May 4, 2007		
	July 2007	June 8, 2007		
	August 2007	July 6, 2007		
	September 2007	August 12, 2007		
	October 2007	September 7, 2007		
	November 2007	October 5, 2007		
	December 2007	November 9, 2007		
	January 2008	November 30, 2007		

By signing below you understand this agreement and are authorizing *Undercover* to automatically run your monthly ad for the length of the agreement. If no artwork and/or changes to your ad are received by the deadline date, we assume the right to pick up your ad from the previous month. Restrictions: Ads cannot include phone numbers; domain names; sexual intercourse; masturbation; sadistic or masochistic abuse; or lascivious exhibition of the genitals or pubic area of any person (e.g., "spread shots"). Visual depictions of simulated sexually explicit conduct must be simulated; we cannot accept pixelated or obscured depictions of actual sexually explicit conduct. If necessary, *Undercover* reserves the right to edit any advertising.

Undercover Signature _____ Date _____

Advertiser Signature _____ Date _____

Fax this agreement to Undercover Publications: 216-416-4919

Undercover Publications, 3700 Kelley Ave., Cleveland, OH 44114

UNDERCOVER

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Company Name	_____		
Your Name	_____	Address	_____
Phone Number	_____		_____
Email Address	_____		_____

Enter the number of Pages you would like to advertise for the Issue Date

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Undercover Rate Sheet

January 1, 2005

Qty of Pages	Scheduled 1 Month	Scheduled 3 Months	Scheduled 6 Months	Scheduled 12 months
1	\$1,500	\$1,425	\$1,350	\$1,200
price per pg	\$1,500	\$1,425	\$1,350	\$1,200
discount	first page price	5% \$75	10% \$150	20% \$300
2	\$2,625	\$2,494	\$2,363	\$2,100
price per pg	\$1,313	\$1,247	\$1,181	\$1,050
discount	25% off add'l page	5% \$131	10% \$263	20% \$525
3	\$3,750	\$3,563	\$3,375	\$3,000
price per pg	\$1,250	\$1,188	\$1,125	\$1,000
discount	25% off add'l pages	5% \$188	10% \$375	20% \$750
4	\$4,875	\$4,631	\$4,388	\$3,900
price per pg	\$1,219	\$1,158	\$1,097	\$975
discount	25% off add'l pages	5% \$244	10% \$488	20% \$975
5	\$6,000	\$5,700	\$5,400	\$4,800
price per pg	\$1,200	\$1,140	\$1,080	\$960
discount	25% off add'l pages	5% \$300	10% \$600	20% \$1,200
6	\$6,750	\$6,413	\$6,075	\$5,400
price per pg	\$1,125	\$1,069	\$1,013	\$900
discount	30% off add'l pages	5% \$338	10% \$675	20% \$1,350
7	\$7,800	\$7,410	\$7,020	\$6,240
price per pg	\$1,114	\$1,059	\$1,003	\$891
discount	30% off add'l page	5% \$390	10% \$780	20% \$1,560
8	\$8,850	\$8,408	\$7,965	\$6,638
price per pg	\$1,106	\$1,051	\$996	\$830
discount	30% off add'l page	5% \$443	10% \$885	25% \$2,213
9	\$9,900	\$9,405	\$8,910	\$7,425
price per pg	\$1,100	\$1,045	\$990	\$825
discount	30% off add'l page	5% \$495	10% \$990	25% \$2,475
10	\$10,950	\$10,403	\$9,855	\$8,213
price per pg	\$1,095	\$1,040	\$986	\$821
discount	30% off add'l page	5% \$548	10% \$1,095	25% \$2,738
11	\$12,000	\$11,400	\$10,800	\$9,000
price per pg	\$1,091	\$1,036	\$982	\$818
discount	30% off add'l page	5% \$600	10% \$1,200	25% \$3,000
12	\$13,050	\$12,398	\$11,745	\$9,788
price per pg	\$1,088	\$1,033	\$979	\$816
discount	30% off add'l page	5% \$653	10% \$1,305	25% \$3,263

Pricing will not change without prior notice. Full pages only. Page sizes are 8.5" x 11".

Undercover Publications, 3700 Kelley Ave., Cleveland, OH 44114

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Special Offer to First Time Advertisers

If you have never advertised in *Undercover*, take advantage of this discount offer and see what we can do for you:

	1 Month	3 Months
1 Page	\$1200	\$3075
Price per page	\$1200	\$1025
Discount	20%	28%
Regular Price	\$1500	\$4275
You Save	\$300	\$1200

- Take one full page for 1 month and save **20% off** the regular price.
- Take one full page for 3 months and save **30% off** the regular price.
- We only extend this offer to FIRST TIME advertisers.
- We are confident that once you have placed your ad in front of thousands of retail buyers you will want to advertise regularly.

Company Name	_____		
Your Name	_____	Address	_____
Phone Number	_____		_____
Select an Offer	<input type="checkbox"/> 1 Month	<input type="checkbox"/> 3 Months	Email _____

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