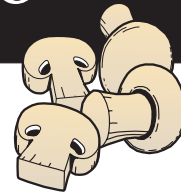


MUSHROOM NEWS 2006



ADVERTISING CONTRACT

The publishers are hereby authorized to publish advertisement of

Company _____ Date _____

Street Address _____

City _____ State _____ Zip _____

Auth. Signature _____ Phone Number _____ Fax _____

Contact Person _____

Advertising Agency _____ Phone Number _____ Fax _____

Street Address _____

City _____ State _____ Zip _____

2006 ADVERTISING STRUCTURE

PLEASE CHECK MONTHS AD IS TO RUN

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

SIZE OF AD

- Double Page
- Full Page
- Half Page (horizontal)
- Half Page (vertical)
- Third Page (horizontal)
- Third Page (vertical)
- Fourth Page
- Sixth Page

COLORS

- Black and White
- Black and One Color
- Four Color

SPECIAL POSITION

- Center Spread
- Outside Back Cover
- Inside Front Cover
- Inside Back Cover
- Mushroom News Flash
- Insert Envelope Ad
- Business Card Ad Classified Ad

TOTAL NUMBER OF INSERTIONS _____

- Member Non-Member

RATE PER INSERTION \$ _____

CONTRACT AND REGULATIONS

A) Contracts must be bona fide and must specify the contract year and the number of insertions to be used. Two or more advertisers are not permitted to use space under the same contract.

B) The Publisher reserves the right to accept or reject all advertising copy which in its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether the ad had previously been accepted and/or published.

C) All advertisements are accepted and published by the Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and save the Publisher harmless from and against any loss, expense, or other liability resulting from any claims

or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

D) Cancellations will not be accepted after closing date and none may be considered executed unless acknowledged in writing by the Publisher. Cancellation of a contract will result in back billing at the highest rate. Agency fee not included.

E) Publisher accepts no liability in the advertisers' index.

Advertiser must furnish AMI with negatives, camera-ready artwork or a disk. Creative advertising and production services are available at an additional cost. Contact AMI with questions: (610) 268-7483.

AMERICAN MUSHROOM INSTITUTE
1284 Gap Newport Pike, Suite 2
Avondale, PA 19311
(610) 268-7483 FAX: (610) 268-8015