

AD INSERTION ORDER

To reserve your sponsorship in any of the Irving Levin newsletters, please complete and email or fax back this Insertion Order along with the Letter of Understanding.

Date: _____

Advertiser Information:

Company _____

Address _____

Contact _____

Phone _____

Email _____

Agency Contact (if appropriate):

Agency _____

Contact _____

Phone _____

Email _____

Billing Contact (invoices and tearsheets will be sent to this person):

Contact _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

All inquiries should be directed to:

Karen Pujol
203-846-6800
1-800-248-1668
advertising@levinassociates.com

AD INSERTION ORDER

PRINT

*Title of Newsletter**

Month	Size	Price
January	Qtr Half Full	
February	Qtr Half Full	
March	Qtr Half Full	
April	Qtr Half Full	
May	Qtr Half Full	
June	Qtr Half Full	
July	Qtr Half Full	
August	Qtr Half Full	
September*	Qtr Half Full	
October	Qtr Half Full	
November	Qtr Half Full	
December	Qtr Half Full	

*The SeniorCare Investor, Senior Living Business,
or The Health Care M&A Monthly

Annual or Quarterly Publications

Publication	Size	Price
The Senior Care Acquisition Report	Qtr Half Full	
The Health Care Acquisition Report	Qtr Half Full	
The Health Care M&A Report - Quarterly		
January - Q4	Qtr Half Full	
April - Q1	Qtr Half Full	
July - Q2	Qtr Half Full	
October - Q3	Qtr Half Full	

TOTAL PRICE \$
Less: Volume and Other Discounts \$
AMOUNT DUE \$

ONLINE OR DIGITAL

www.levinassociates.com

Month	Size	Price
January	Skyscraper Square	
February	Skyscraper Square	
March	Skyscraper Square	
April	Skyscraper Square	
May	Skyscraper Square	
June	Skyscraper Square	
July	Skyscraper Square	
August	Skyscraper Square	
September	Skyscraper Square	
October	Skyscraper Square	
November	Skyscraper Square	
December	Skyscraper Square	

*The Dealmakers Forum & Audio Sponsorship**

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

* Call Karen Pujol at 800-248-1668 for
dates and topics for audio conferences and
details of weekly topics covered in The
Dealmakers Forum.

Important Deadlines:

Space reservation deadline: The 15th of the month prior to the month in which you wish to run your ad.
Materials deadline: The 25th of the month prior to the month in which you wish to run your ad.
Payment Terms: All ads must be prepaid. The entire campaign must be prepaid to obtain frequency discounts.

LETTER OF UNDERSTANDING

Date: _____

Irving Levin Associates, Inc. referred to herein as "Publisher" is authorized and engaged to publish advertising according to the following terms and conditions.

Name of Advertiser: _____

Initial Quarter or Period: _____ Price: _____

In accordance with the terms of this Letter of Understanding, the Publisher agrees to publish advertising for which the Advertiser agrees to pay at the published rate in advance of publication.

Rates are subject to change upon notice from the Publisher. Should a change in rates be made, contracted advertisers will be given 30 days notice from the Publisher. In such event, the advertiser or its agency may cancel space reserved at the time the change becomes effective without incurring additional charges.

All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, space reservation or position at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below the copy.

Advertiser agrees to assume sole responsibility for statements contained in his (her) copy. In addition, Advertiser agrees to indemnify the Publisher against any and all liability, loss or expense arising out of any and all claims resulting from the publication of the Advertiser's copy by the Publisher.

The Advertiser or its agency may make cancellations or changes in orders prior to the closing date, which is typically two weeks prior to the publication date. However, in the event of cancellation, any discounts given due to frequency or a custom package will be adjusted accordingly.

Position of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged in writing, by the Publisher.

Publisher shall have the right to hold Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which Advertiser or its agent ordered and was published.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by the error.

Conditions other than rates are subject to change by the Publisher without notice. No condition, other than those set forth in this document, shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.

Signature of Authorized Person: _____

Printed Signature: _____ Title: _____