

TERMS & CONDITIONS

AGENCY COMMISSIONS

15% of gross billings is allowed to recognized agencies on space, color and position provided the insertion is paid within 60 days. If an invoice remains unpaid after 60 days, the 15% agency discount is forfeited and the gross amount becomes immediately due and payable.

PAYMENT TERMS AND CONDITIONS

Payment for all space, production and position charges is due 30 days from the date of publisher's invoice. A finance charge of 1.5% per month will be assessed for all invoices over 30 days in arrears. Advertisers more than 60 days in arrears in any USA Energy Independence, publication must pay all invoices more than 60 days past due or submit cash with copy before current insertions can be accepted.

All applications for credit must be submitted 45 days in advance of first insertion. Credit terms are strictly enforced.

Advertiser and advertising agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

If an agency has any past due balance exceeding 90 days, USA Energy Independence policy dictates that the client be directly notified of such deficiency and informed that the client is jointly and severally liable for any past due payment.

SHORT RATE & REBATES

Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon frequency earned against published rates. Rebates will be earned, and applied to billings, when, in a 12-month period following the first insertion, the advertiser runs sufficient space to qualify for the lower rate.

RATE POLICY AND CONTRACT PROVISIONS

All insertion orders for advertising are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms or conditions of this rate card, or any amendment thereof.

Any advertising insertion order made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all of the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.

Insertion order/contract cancellation only upon written notice prior to closing date.

Failure (by advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice.

Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services. The Publisher will not honor rates or data derived from these sources unless in conformance with rate card.

Uniform rates apply to all advertisers at all times. Conversion to Publisher's requirements will be billed at Publisher's cost. Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or its agency. In the event new materials or material

instructions are not received by the production department by the published materials deadlines, the Publisher will repeat the most recent ad materials.

All advertisements are accepted and published entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark and copyright infringement, and other claims based on the contents or subject matter of such publication. In the event new materials or material instructions are not received by the production department by the published materials deadlines, the Publisher will repeat the most recent ad materials.

The Publisher reserves the right to reject any and all advertising for any reason, including without limitation that the advertising is unsuitable for publication in the judgement of USA Energy Independence management. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any page, that in the Publisher's sole judgement, too closely resemble editorial pages of the publication.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within the control of the Publisher.

The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any advertiser's materials. The Publisher assumes no liability for content errors or color variations between the digital file and the printed image if: 1) a high-end SWOP proof is not provided; 2) the file must be converted to CMYK; or 3) any of the published digital specifications are not met. As used in this section, the term "Publisher" shall refer to USA Energy Independence.

FREQUENCY DISCOUNTS

Space billed at quoted rate will earn maximum frequency discount on all display units. Number of display units, as well as frequency of insertion, determine rates. (For example, a spread counts as two units and six half page units in one issue earn 6x rate, etc.) Regional advertising counts toward national frequency; national ads for all USA Energy Independence, LLC publications count toward regional frequency.

CANCELLATIONS

Covers, preferred and special positions are non-cancelable. Any contract or insertion order (except for covers, preferred and special positions) may be suspended or canceled on 30 days prior written notice by agency or advertiser. Rate adjustments, if any, will be made upon confirmations or the change in frequency. No cancellations of written or verbal contracts are possible after the published closing date in this rate card. In the event a cancellation is received after the published closing dates, and no materials have been submitted, a net cancellation fee of \$2,000 will be due and payable.

USA Energy Independence

Tel: 630.221.1778
Fax: 630.221.1779
1776 S. Naperville Rd.
Suite 201A
Wheaton, IL 60187

EXECUTIVE OFFICES

USA Energy Independence
Tel: 630.221.1778
Fax: 630.221.1779
1776 S. Naperville Rd.
Suite 201A
Wheaton, IL 60187

GROUP PUBLISHER

Tel: 630.221.1778
Fax: 630.221.1779
1776 S. Naperville Rd.
Suite 201A
Wheaton, IL 60187
William J. Wolski
bwolski@usaenergyindependence.com

DIVISIONS

USA Energy Independence Magazines
Tel: 630.221.1778
Wheaton, IL 60187

USA Energy Independence Exhibitions
Tel: 630.221.1778
Wheaton, IL 60187

USA Energy Independence Marketing
Tel: 630.221.1778
Wheaton, IL 60187

USA Energy Independence e-Media
Tel: 630.221.1778
Wheaton, IL 60187

USA Energy Independence
Market Intelligence
Tel: 630.221.1778
Wheaton, IL 60187

ADVERTISING SALES

West
Tel: 630.221.1778
Fax: 630.221.1779
1776 S. Naperville Rd.
Suite 201A
Wheaton, IL 60187
William J. Wolski
bwolski@usaenergyindependence.com

Midwest

Tel: 630.705.2579
Tel: 630.221.1778
Fax: 630.221.1779
1776 S. Naperville Rd.
Suite 201A
Wheaton, IL 60187
Keith A. Sanderson
Sandek1@aol.com

Southeast

Tel: 630.221.1778
Fax: 630.221.1779
1776 S. Naperville Rd.
Suite 201A
Wheaton, IL 60187
William J. Wolski
bwolski@usaenergyindependence.com

Dr. Energee's

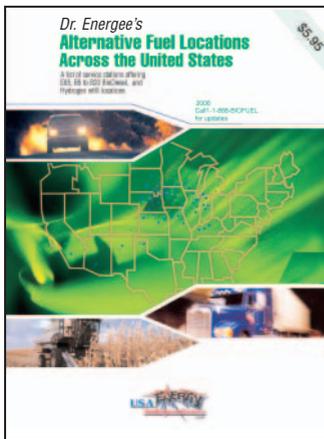
Alternative Fuel Locations Across the United States

A list of service stations offering
E85, B5 to B20 BioDiesel, and
Hydrogen refill locations

2006
Call 1-1-888-BIOFUEL
for updates

Advertising Rate Card 2007





Dr. Energie's Guide to **Alternative Fuel Locations Across the United States** is the leading source of Alternative Fuel Stations covering Biofuels retail service station locations and availability across the United States as well as Hydrogen Stations. With a first anticipated publish date of December 21, 2006 and updated quarterly, subscribers and retailers can be assured of the latest list of fuel station locations covering Ethanol (E85), BioDiesel (B5-B20) and Hydrogen. The printed information is supported by websites showing the latest retail locations of Biofuels throughout the United States.

Continuously updated, the **Locator, Directory and Map's** main source of information comes from the Department of Energy, and Ethanol, BioDiesel and Hydrogen Industry Associations as well as the editors of USAEnergyIndependence.com, a Just-In-Time publication and the premier website covering daily news and information related to advancing American Independence from offshore energy sources.*

DEMOGRAPHICS AND DISTRIBUTION

The initial print run of 75,000 units will be distributed principally to FlexFuel (FFV) car and truck owners through independent fuel retail service stations, new car and truck dealerships, trade shows relating to automobile or truck sales and other venues supporting Ethanol E85, Biodiesel and Hydrogen. Distribution will be available mainly through bulk sales to participating advertisers but will also be available at Retail through Just-In-Time's USA Energy Independence websites (USAenergyindependence.com). The publication may also be available through Internet book suppliers as single unit or as a subscription.

INITIAL PRODUCTION RUN: 75,000 PER ISSUE

Print Orders

Participating advertisers may purchase copies for their own retail services station locations or dealers. Unit copies are available for advertisers based on an expected page count of 24 text pages and a 4 page cover. Unit price for advertisers is \$1.29 per copy*. A Suggested Retail Price of \$5.99 each is recommended for those who wish to sell their copies at retail locations. Advertisers must spend a minimum of \$5,000 net per issue to qualify for the Print Orders program. Non-advertisers may purchase bulk copies of 500 quantities or more at quantity discount prices. Copies are FOB Chicago, Illinois. Consult your USA Energy Independence sales rep for more information on Advertising space, bulk sales discounts, and Personalized Dealer Program.

POINT-OF-SALE MATERIALS

Advertisers with distributor organizations or outlets who wish to display the Directory at Retail locations can order Point-Of-Sale promotional kits, including Banners, Take One Displays and Pump advertising displays. Contact USA Energy Independence corporate offices or your local representative for more information.

Advertisers can choose from 2 different ad-source programs:

- Print:** Dr. Energie's Guide to **BioFuel Locations Across the United States** Program
- Electronic:** Alternative Fuel Stations Advertising Sections on the USAEnergyIndependence.com network. Visit USAEnergyIndependence.com for Electronic Advertiser Rate Information.

*Page count and the Suggested Retail price is affected by many factors including the number of retail establishments selling biofuels, a list that grows every day. Final Suggested Retail price may change at time of publication. Please check with the Publisher for final page counts and pricing at time of Publication.

RATES

Dr. Energie's Guide to **BioFuel Locations Across the United States (GROSS)**

RATES

COLOR RATES	1X	2X	3X	4X
2 Page Spread	\$17,375	\$17,375	\$17,375	\$17,375
1 Page	\$13,545	\$13,220	\$12,965	\$11,695
2/3 Page	\$10,145	\$9,815	\$9,550	\$9,000
1/2 Page (Island)	\$9,380	\$9,265	\$9,015	\$8,750
1/2 Page (V or H)	\$8,835	\$8,530	\$8,350	\$8,000
1/3 Page (V or S)	\$6,885	\$6,680	\$6,555	\$6,100
1/4 Page	\$6,220	\$5,880	\$5,740	\$5,350
1/16 Page (logo)	\$4,985	\$4,890	\$4,825	\$4,600

4 Color alternatives

Black & White: Deduct 15% per page

2 Color Process: Deduct 10% per page

PMS Color: Add 15% per page

Cover Rates (Non-cancelable) 4-color

Front Cover:	\$17,460
Inside Back Cover:	\$16,915
Back Cover:	\$18,500

LOGOS

Advertisers can feature their company logos as reminders of their program throughout the publication. Logo size limited to 1/32 of page size.

	1X	2X	3X	4X
1/16 Page	\$1,095	\$985	\$875	\$765

PERSONALIZED DEALER PROGRAM

Advertisers can have their Fuel Stations and/or dealer's information added to their purchased copies of the Fuel Station locator for as little as \$.15 per copy.

Advertisers must purchase a minimum of 250 copies per location and ask for this Personalized Dealer Program at time of order.

Other restrictions may apply.

CUSTOMIZED ISSUES AND SPECIAL ADVERTISING SECTIONS

Biofuel distributors, suppliers, FlexFuel retail service station owners, car or truck Flexfuel vehicle manufacturers and others may wish to create their own version of this product as an important tool for branding your company. Customized versions of the Directory, or Special Advertising sections in the Directory, are available. Published as run-of-press or inserts, these Customized versions or Special Sections are completely dedicated to delivering your company's message. These alternative advertising versions can be developed by USA Energy Independence's special project staff. Note: All special advertising sections must have "Special Advertising Section" centered in 9 point Helvetica at the top of every page.

ALTERNATIVE FUEL CHOPPER SPONSORS

USA Energy Independence has opportunities for corporate and governmental sponsors to participate in its Alternative Fuels chopper program. The chopper will be built to USA Energy Independence specifications and include adaptability to alternate fuel sources. The Alternative Fuel Chopper will be available for a nationwide tour starting mid 2007 for Sponsors. For more information contact FlexFuel Chopper Nationwide promotional tour at (630) 221-1778.

CLOSING DATES

Issue	Closing
December	November 15, 2006
March	January 30, 2007
June	May 1, 2007
September	July 26, 2007

BOLDFACE LISTING

Boldface Listing **\$65** per listing

SPECS & MECHANICAL INFORMATION

SPACE UNIT SPECS

NATIONAL ADVERTISING	WIDTH	DEPTH
Full Page (Bleed)	8 1/4"	10 3/4"
Live Area	7"	10"
Full Page (Non Bleed)	7"	10"
Spread (Live Area Per Page)	7"	10"
2/3 Page	4 9/16"	10"
1/2 Island	4 9/16"	7 1/2"
1/2 Horizontal	7"	4 3/4"
1/2 Vertical	3 5/16"	10"
1/3 Vertical	2 3/16"	10"
1/3 Square	4 9/16"	4 3/4"
1/4 Page	3 5/16"	4 3/4"
1/6 Page	2 3/16"	4 3/4"
1/8 Page	3 3/8"	2 1/16"
1/16 Page (logo)	1 9/16"	15/16"

Keep all live matter a minimum of 1/4" from trim.

Trim size: 8" x 10 1/2"

AD SPECIFICATIONS

Digital materials are required and must meet SWOP standards. Please visit the USA Energy Independence Web Site at www.usaenergyindependence.com for the latest specs, job settings, downloads and tips for PDF creation.

The preferred file formats are PDF/X-1 or PDF/X-1a. Files must be composite CMYK and have all fonts and images embedded. Any layers and transparencies should be flattened. All color management and OPI comments should not be included and PDFs should be untrapped. PDF files must be in an Adobe Acrobat Distiller version 4.0 or higher. PDFs must be written from distilled postscript files and not directly out of the native application. PDFs that are written directly from an application rather than distilled are much more unstable and may cause unpredictable results. PDF files created for Web and FPO work are not high resolution and are not acceptable. Ads must be set up for 4/C process printing. All images must be set to CMYK and at a high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art.) Images should be placed at 100% to ensure better reproduction. RGB files are not acceptable. Crop and trim marks must be offset by 1/8" so that they do not extend into bleed or live area. A high-end digital color proof is required to ensure critical color matching on 4/C ads. The proof must meet SWOP standards for a color-managed and maintained calibrated proofing system and must be printed from the supplied file. A laser is required for all B/W ads. All proofs must be provided at 100%, with trim and bleed marks indicated where applicable. If a proof is not included, the ad will be run to SWOP printing standards. The advertiser will assume all responsibility for any variances from SWOP and ensuring that all content is correct and in place. For more information on SWOP-approved proofing systems visit www.swop.org.

Line screen: 133.

Total dot-density should not exceed 300% in four colors.

Two-color dot density should not exceed 180%, with one color solid.

SWOP standards apply.

USA Energy Independence assumes no liability for content errors or color variations between the digital file and the printed image if: 1) a high-end SWOP proof is not provided; 2) the file must be converted to CMYK; or 3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting USA Energy Independence specs.

USA Energy Independence is not responsible for making corrections to supplied materials.

Materials will be stored for 13 months and then destroyed unless otherwise advised in writing by advertiser or agency. Disks will not be returned. Through it's affiliated advertising agency, Lincoln Creative Group, USA Energy Independence can provide creative ad services billable at a special rate. Call us for details.

PRINTING INFORMATION

Alternative Fuel Locations Directory and Map is printed web-offset and perfect-bound. Rotation of colors: black, cyan, magenta, yellow.

MATERIAL SHIPPING INSTRUCTIONS

Display advertising, including the file and color proofs, should be sent to:

USA Energy Independence
Alternative Fuel Locations, Directory and Map
 1776 S Naperville Rd
 Ste 201A
 Wheaton, IL 60187
 Attn: Ad Production
 Ad contracts and insertion orders should be sent to:
 Attn: Sales

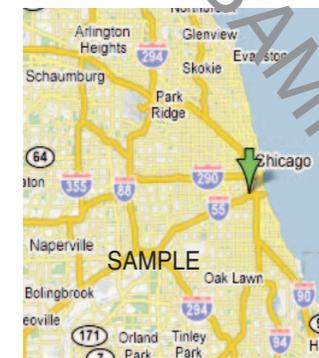
Online opportunities

For more information on advertising opportunities for USAEnergy Independence.com publications or websites contact your Regional Sales Manager or USAEnergyIndependence.com publication sales at 630-221-1778.

CO-OP ADVERTISING

Special national or regional advertising programs are available to advertisers using co-op support. The **Alternative Fuel Locations Directory and Map** can be customized with dealer address information and bold face listings in the directory. We can work with your distributors and/or dealers to develop a customized co-op advertising program.

E85 service stations in Metro Chicago Illinois



GAS CITY
 Rte 59 and 95th
 Naperville, IL 61
 630-221-1778

GAS CITY
 Rte 59 and 95th
 Naperville, IL 61
 630-221-1778

GAS CITY
 Rte 59 and 95th
 Naperville, IL 61
 630-221-1778

USA ENERGY INDEPENDENCE NETWORK PROGRAM

The businesses that comprise USA Energy Independence websites and publications provide the news and information professionals as well as alternative fuel users and motorists find helpful in locating and evaluating energy sources. The USA Energy Independence Network Program provides advertisers the ability to customize their advertising program by targeting specific market segments and receiving a frequency volume discount. All display ads and sponsorships in any USA Energy Independence Magazines brand counts towards frequency in Alternative Fuel Locations Directory and Map. Call your Regional Sales Manager for more information.

*Contents copyright USA Energy Independence, It's About Time and Lincoln Creative Group, Ltd, Inc. All rights reserved. Although every effort is made to provide correct and up-to-date information in this directory, we do not ensure the accuracy of the information and cannot be held liable for its contents. For more information related to advertising restrictions and copyright, visit lincolncreative.com/Clients/Terms.html