



2012 Media Kit



Engaging cleaning and restoration professionals with information they need, delivered the way they want...

Visit www.icsmag.com/2012mediakit for the complete 2012 Integrated Media Planner

More Than a Magazine...A Total Media Brand!

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Get More for Your Dollar!

- Print: **ICS Magazine**
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Custom Media
Webinars
Social Media
Videos
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- **More Than a Magazine...
A Total Media Brand!**
Your Source For Comprehensive
Solutions to Reach the Floor Care and
Restoration Market!
- **Integrated Marketing Program!**
The Ultimate Integrated Approach to
Marketing and Advertising!
- **Value-added POWER BUY!**
ICS Gives You More Value and Extends
Your Market Reach!

Creating an engaging, experiential environment that nurtures interactivity between our audience and advertisers



The ways by which today's cleaning and restoration professionals receive and access information to help them succeed in business are as different and unique as each individual. The new business and media reality demands that *ICS* delivers great content, not only in print, but through *ICS LIVE* (our digital magazine), our eNewsletters, online and a variety of other ways to reach a growing digital audience and help advertisers penetrate the market.

The mission of *ICS* is to deliver superior information to help our our audience and advertisers succeed in business, with a primary focus on carpet cleaning, floor care and smoke and water-damage restoration, and helping these service professionals be more successful.

ICS delivers information on the challenges faced by carpet cleaning and restoration professionals, including chemical and equipment selection; "how-to" examples and applications; maintenance and operation; marketing and business management; legislative and regulatory issues; drying systems and standards; related add-on services and more, all written by experienced and respected industry experts.

In addition to print, *ICS LIVE*, *ICS* eNewsletter and *ICS* online are among the many platforms we use to reach an exceedingly diverse industry. Complete with an engaged and qualified audience, these digital vehicles represent exciting opportunities to more effectively target potential buyers for your products and services.

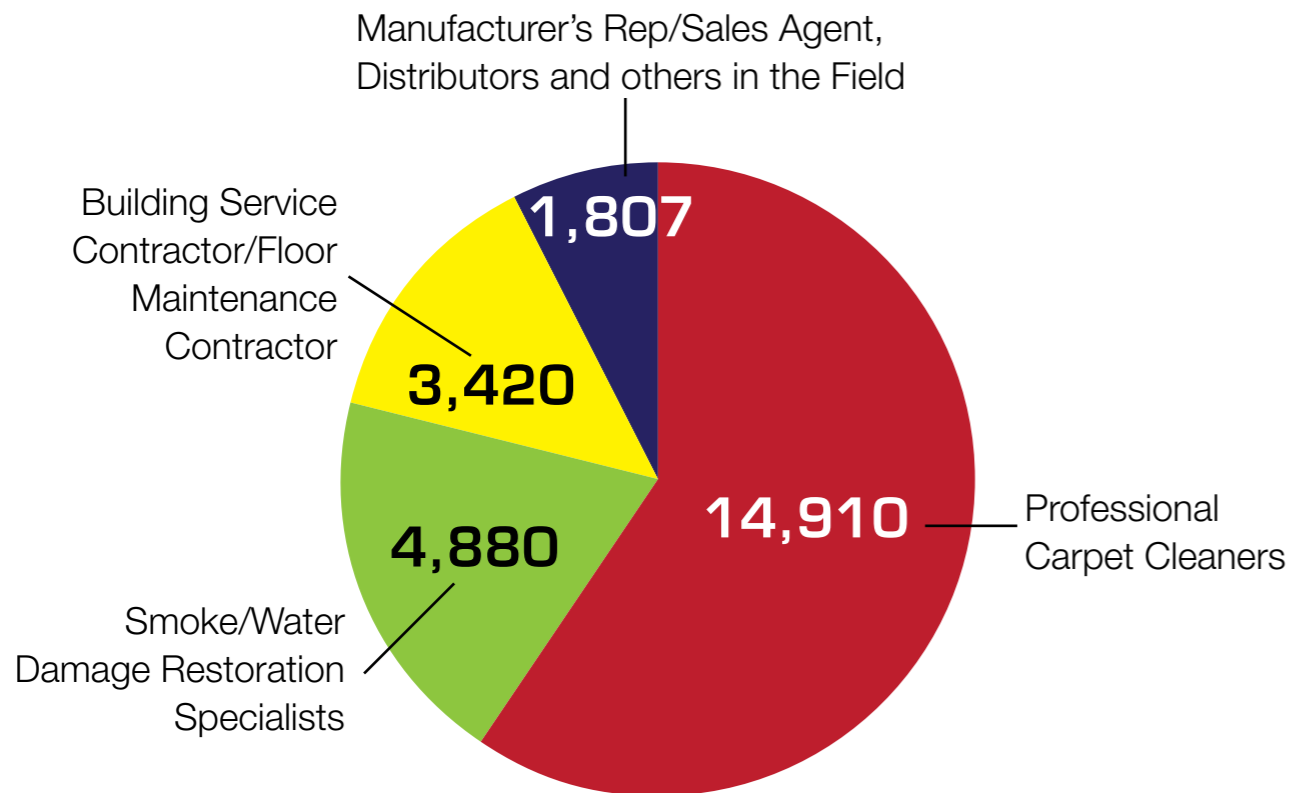
ICS is about recognizing and meeting the challenges facing today's cleaning and restoration professional. As new techniques and equipment are developed, you can be sure that the best resource for discovering them is *ICS*.

ICS Circulation and Audience

ICS Circulation Primarily Targets Professional Carpet Cleaners, Floor Care and Restoration Specialists with the Largest Circulation†

ICS Magazine Circulation:

Total Qualified: **25,017†**



Total Industry Reach: 67,686*

ICS has the largest BPA audited audience of any magazine or media brand serving the floor care and restoration industry!

† June 2011 BPA Circulation Statement, Cleanfax TQ: 25,000

†† AdScore Advertising Readership Study, May 2011

* Combination magazine circulation, website unique browsers, (BPA Circulation Statement) and opt-in eNews subscribers (Exact Target, June 2011)



2.0 readers per copy††

1.0 pass-along readers per copy of ICS magazine††

Total ICS Readership: 57,036††

Most Experienced!

With over 40 years of combined industry experience, the ICS team has the most carpet cleaning and restoration publishing industry experience and leadership. ICS provides the most up-to-date and useful information and a track record of success.

If you are marketing products to carpet cleaning, floor care and restoration professionals...

ICS provides the buyers you want through the largest audience of any magazine serving the professional carpet cleaning, floor care and restoration industry!



25,017 Audited Circulation

ICS is an excellent advertising buy for maximum selling efficiency. Your advertisement in ICS reaches the key decision-makers in the professional floor care and service industries.

The Website used by carpet cleaning and restoration professionals!



www.icsmag.com

Your Doorway to the
Cleaning and Restoration Industry!

61% of ICS readers use www.icsmag.com†

BPA-Audited Website:

ICS has subjected itself to the most stringent auditing and website measuring standards. This process guarantees advertisers that the traffic reported is REAL! We have virtually eliminated all spiders and “bots” that artificially raise statistics.

ICS Online (www.icsmag.com) averages more than 12,871 user sessions monthly*. AND WE'RE STILL GROWING!!! This includes over 5,000 unique bulletin board participants**.

ICS Online offers you the easiest and most economical way to reach carpet cleaning, restoration and floor care professionals who increasingly are going online to find your products. ICS Online features regularly updated news and features, editorial archives, industry links, a searchable online trade directory and the cleaning industry's most popular Bulletin Board. Look for new content and features to be added to www.icsmag.com throughout 2011!

Findings From ICS Reader Preference/Profile Study†

www.icsmag.com is the considered the most useful website in the industry!

www.icsmag.com 60%

www.cleanfax.com
26%

Other
13%

ICS Online attracts customers! ICS Online (www.icsmag.com)

Advertise here for higher visibility and reach this growing audience.

* BPA Interactive Average User Session, Jan. - June, 2011

† ICS Reader Preference/Profile Study, May 2011

** Publisher's Own Data

Targets Your **Customer!**

Your customer prefers **ICS Cleaning Specialist** over any other industry publication

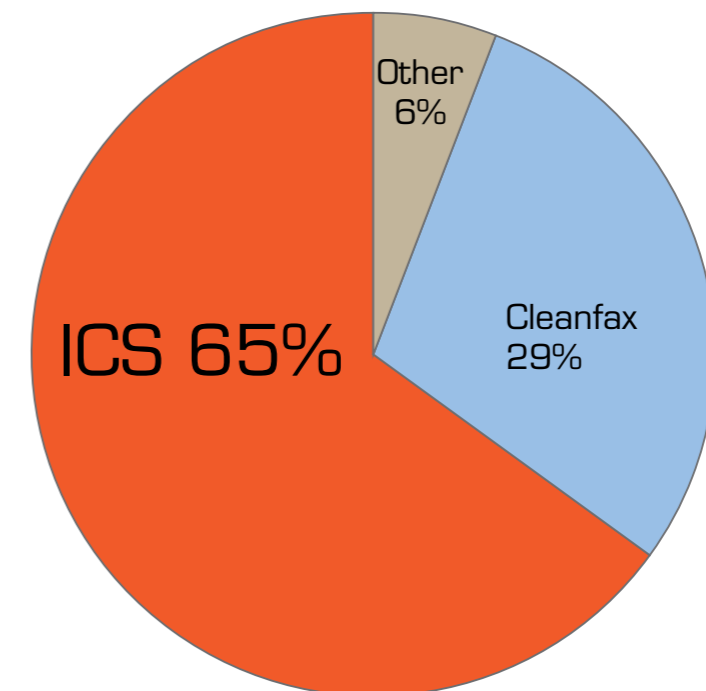


The brand that reaches industry professionals

ICS brings its readers:*

- Useful Articles & Features
- New Products & Technologies
- Best Business Practices
- Industry Trends
- In-Depth Columns & Editorials

65% of readers say *ICS Cleaning Specialist* is the most useful magazine to their work in the floor care and restoration industry.*



Over **72%** of respondents receive both *ICS* and *Cleanfax* magazines and this proves conclusively that the industry prefers *ICS!**

* ICS Reader Preference/Profile Study May 2011



Eric Fish



Jeff Bishop



John Braun



Dave DeBlander

ICS is proud to have assembled the finest lineup of experts and technicians in the industry to share their insights and experiences, in print and online giving cleaning and restoration professionals the greatest advantage possible to succeed in the cleaning and restoration industry.



Aaron Groseclose



Gordon Hanks



Stanley Quentin Hulin



Howard Partridge



Steve Toburen



Ruth Travis

January

Ad Close –
December 6

- Truckmount Equipment and Accessories Guide • Moisture Meters and Detection Procedures • Looking at Leasing and Finance Options • Pressure-Washing

Advertiser Services: Truckmount Advertisers Receive an Enhanced Listing! • Must-See Products Gallery • Special Video Presentation

February

Ad Close –
January 5

- Carpet-cleaning Chemical Market Study • Attacking Odor Problems • "Green" Carpet-Cleaning Chemicals • Post-Construction Cleanup

Advertiser Services: Must-See Products Gallery • Special Video Presentation

March

Ad Close –
February 3

- Disaster Restoration Market Study • Education: Evaluating All the Options • Maintaining Wood Floors Without Sanding • Pack-outs for Contents Restoration

Advertiser Services: Must-See Products Gallery • Special Video Presentation

April

Ad Close –
March 9

- Company Showcase Advertorials • Identifying and Caring for Leather • Maintaining VCT Flooring • Low-moisture Carpet Cleaning

Advertiser Services: Advertorial Page • For Advertisers • Must-See Products Gallery • Special Video Presentation

May

Ad Close –
April 5

- Cleaning and Maintaining Air Ducts • IAQ: Scrubbing and Filtration • Soot and Smoke-damage Restoration • IR Cameras and the Science of Thermography

Advertiser Services: AdScore: Measure • Your Ad's Impact • Must-See Products Gallery • Special Video Presentation

June

Ad Close –
May 11

- Annual Directory and Buying Guide • "Dyeing" to Make More Money • Going Mobile: Taking the Office Into the Field • How Important is a Website Really?

Advertiser Services: Special Video Presentation

July

Ad Close –
June 4

- Cleaning and Maintaining Tile and Grout • Cleaning Techniques for Upholstery • Software for the Carpet Cleaning Professional
- Xactimate 101: The Basics

Advertiser Services: Must-See Products Gallery • Special Video Presentation

August

Ad Close –
July 9

- Truckmount Carpet-cleaning Equipment Market Study • Scrub Wands, Extraction Tools and More • Truck-mounted Cleaning Equipment
- Non-traditional Business Opportunities

Advertiser Services: Must-See Products Gallery • Special Video Presentation

September

Ad Close –
August 6

- Drying Systems and Equipment • Wood Flooring and How to Maintain It • Walk-behind Scrubbers and Other Floor Care Machines
- Should Carpet Cleaners Carry CPL Insurance?

Advertiser Services: Must-See Products Gallery • Special Video Presentation

October

Ad Close –
September 10

- Cleaning Procedures for Addressing Allergens • Cleaning and Maintaining Resilient Floors • Vacuums: Making the Right Choice for You
- Green vs. Clean: Finding the Right Combination

Advertiser Services: Must-See Products Gallery • Special Video Presentation

November

Ad Close –
October 5

- Trauma Cleaning and Bio-recovery • Portable Floor Care Equipment • Add-on Service Offerings for the Cleaning Professional
- Documentation: Tools and Techniques

Advertiser Services: Must-See Products Gallery • Special Video Presentation

December

Ad Close –
November 7

- Showcasing Technology in Cleaning and Restoration • Water-Damage Restoration • Utilizing Dehumidifiers and Air Movers on the Job
- The Science of Encapsulation

Advertiser Services: Must-See Products Gallery • Special Video Presentation

The ICS Special Advertising Opportunities

January



Truckmount Equipment & Accessories Guide

ICS annual Truckmount Equipment & Accessories Guide is used year round for present and future truckmount and accessory purchases. All new and completely interactive!

April



Showcase Issue

Receive twice the exposure in ICS's Company Showcase Issue. All April advertisers (full-page national advertisers only) receive a **FREE** full page to profile their products, services, training, history and more.

June



2012 Directory & Buying Guide

The industry's best resource, the Directory & Buying Guide is available 24 hours a day, 365 days a year. A must for advertisers in search of maximum exposure, there is a corresponding Guide on the ICS Web site.

Must See Products Gallery

ICS offers a low-cost opportunity to use the integrated media power of ICS magazine, ICS Live, ICS Online and email to ICS subscribers! Just provide 50-words and a photo and we will do the rest!

\$850/mo. Schedule more and Save!!!

All 12 issues:	\$645/mo.
Any six issues:	\$705 each
Any three issues:	\$745 each



It's All About YOU!

This is your opportunity to have your company and product(s) featured.

One page 400 Words + image \$3,195*

Two-page Spread (800 words and 2 images) \$5,095*

*Display advertisers (1/2-page or larger) in same issue receive 10% discount on one page or 2-page.

The ICS Super Shopper



An Exciting, NEW, Low-Cost Way to Show Your Cleaning and Restoration Products to the Largest Audience and Attract Buyers.

This new quarterly digest size supplement to *ICS Cleaning Specialist* magazine is your low cost opportunity to advertise nationally in the #1 industry trade publication and we are expanding it to every other month. We will insert in over 25,000 copies of *ICS* magazine both in print and our digital version, *ICS LIVE* in February, April, June, August, October and December of 2012 and on *ICS Online* www.icsmag.com. Your ads will stand out in this special insert!+

+ Publisher's Own Data

Bonus \$ Program

Power Bonus Dollar Program:

In order to get the most out of every dollar you invest in your advertising, *ICS* is adding Bonus Dollars to your program...

Receive up to 15%* in added value dollars expand your reach!**

\$1,000 – \$9,999: Receive additional 5%
\$10,000 – \$50,000: Receive additional 10%
Over \$50,000 = 15%



* % of net dollars contracted for in any *ICS* products.

** Must be used for online or any other integrated media (may not be used for print advertising, Advertiser must spend at or above 2011 levels to earn Bonus Power dollars)

Extend your exposure

Banner Ad
468 x 60 pixels

Skyscraper Ad
160 x 600 pixels

Featured Products

Video Clips

Article Sponsorship
300 x 250 pixels

Page Peel (Peel Down) Ad



Tile Ad
125 x 125 pixels

Other Ad Options:

- Floating Ad
- Microsite
- Ad Within A Feature
- Blog Sponsorship
- Rich Media

Integrated Media

NEW! Next-Generation Webinars

Interaction with your audience on a whole new level!

Now in addition to our traditional webinar program, ICS is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.

NOTE: Next-generation webinar option must be specified at time of webinar purchase.

Virtual Events

Trade Show Benefits without Trade Show Costs!

Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to the American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months. Don't miss your opportunity to generate leads. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

View a demo at <http://portfolio.bnpmedia.com/virtual>.

* Market Research Media Ltd, "Virtual Conference & Trade Show Market Forecast 2010-2015"



BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Deliverables:

- Custom magazines (Internal & External)
- Newsletters (Print & Electronic)
- E-Books
- White paper/Case studies
- Online Content
- Web portals
- Microsites
- Resource Centers
- Advertorials

Learn more about custom publishing and content marketing at custommedia.bnpmedia.com or contact us directly:
Chris Wilson | (248) 244-8264 | wilsonc@bnpmedia.com



Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome. To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com

List Rentals

BNP Media's postal and email mailing lists offer quality data that will produce responsive sales leads. You can reach top decision-makers in high-growth, key business markets that are connected to your industry through BNP Media's more than 60 titles across 50+ industries.

Contact **Kevin Collopy** at Ph: 800-223-2194, ext. 684
kevin.collopy@infogroup.com or

Michael Costantino Ph: 800-223-2194, ext. 748
michael.costantino@infogroup.com for more information.

Trade Directory and Buying Guide

Get your company information into the hands of potential buyers in your industry looking for cleaning, floor care, restoration and related products and services with a listing in ICS's Trade Directory and Buyer Guide. We make it easy for buyers to find you and even easier for you to make your company stand-out. Give buyers easy access to info with Live Links, Logos, RFP's, Spec Sheets, Photos and Videos. Get listed today! For more information visit the online directory at www.icsmag.com/directory.





The information needs of the cleaning and restoration industry are changing quickly. And, to respond to and fulfill those needs, *ICS Cleaning Specialist* magazine has introduced *ICS LIVE*, an enhanced version of our print edition with features including interviews, videos, surveys, products in 360 degrees, demonstrations, keyword searches, live links, audio, and more. These newly enhanced editions are truly where *ICS* comes to life.

ICS LIVE digital editions are sent electronically via email for instant viewing or they can be downloaded for reading at a later time. *ICS LIVE* offers immediate access to new products, cleaning methods, new technologies and interactive connectivity with the industry's manufacturing/supplier community.

Advertising Opportunities Include:

- *ICS LIVE* Digital Magazine Sponsorship
- Flash Belly Band (inside issue)
- Index Tabs
- Gatefold/Barn Door
- Animation
- Call Back Card
- Business Reply Card
- Video (up to 25 GB/supplied)
- Audio (up to 25 GB/supplied)
- Blow-in Card
- Margin Ads

Options Also Available on Request:

- Animation
- Flash 360

Digital Only Ads:

Digital only ads appear after other advertisers within the issue. Complete descriptions are located separately in the Media Kit. Contact your *ICS* media consultant for more details!

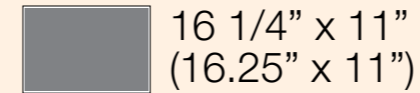
Special Discounts:

- Print advertisers (4x minimum) receive 15% discount.
- Combo discount (10%) when including *R&R* together with *ICS* online.
- All rates are net based on supplied digital file, digital ad production available.
- Space is limited and subject to availability. Schedule early to insure your first choice for times and positions.

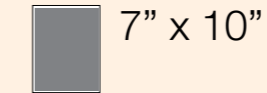
Ads & Specs

Spread	1x	3x	6x	12x	18x	24X
Black/White	\$7415	\$7055	\$6590	\$5980	\$5680	\$5395
4COLOR	\$8740	\$8380	\$7915	\$7305	\$7005	\$6720
Full Page						
Black/White	\$4120	\$3925	\$3660	\$3320	\$3155	\$2995
4COLOR	\$5445	\$5250	\$4985	\$4645	\$4480	\$4320
2/3 Page						
Black/White	\$3290	\$3140	\$2945	\$2720	\$2585	\$2465
4COLOR	\$4615	\$4465	\$4270	\$4045	\$3910	\$3790
1/2 Island						
Black/White	\$2820	\$2685	\$2500	\$2255	\$2140	\$2040
4COLOR	\$4145	\$4010	\$3825	\$3580	\$3465	\$3365
1/2 Page						
Black/White	\$2585	\$2470	\$2290	\$2070	\$1965	\$1880
4COLOR	\$3910	\$3795	\$3615	\$3395	\$3290	\$3205
1/3 Page						
Black/White	\$2030	\$1950	\$1820	\$1610	\$1530	\$1450
4COLOR	\$2895	\$2815	\$2685	\$2475	\$2395	\$2315
1/4 Page						
Black/White	\$1535	\$1440	\$1345	\$1205	\$1145	\$1085
4COLOR	\$2400	\$2305	\$2210	\$2070	\$2010	\$1950
1/6 Page						
Black/White	\$1300	\$1155	\$1055	\$950	\$905	\$860
4COLOR	\$2165	\$2020	\$1920	\$1815	\$1770	\$1725
1/8 Page						
Black/White	\$940	\$890	\$815	\$725	\$690	\$660
4COLOR	\$1805	\$1755	\$1680	\$1590	\$1555	\$1525

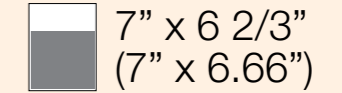
Two-page Spread



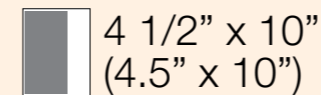
Full-page



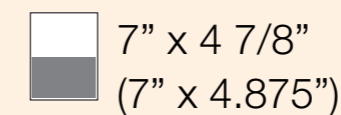
2/3 Horizontal



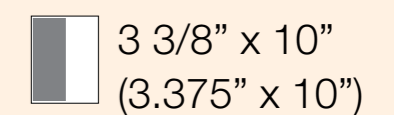
2/3 Vertical



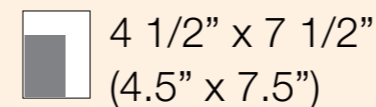
1/2 Horizontal



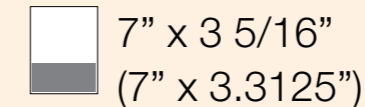
1/2 Vertical



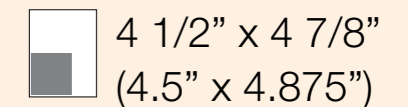
1/2 Island



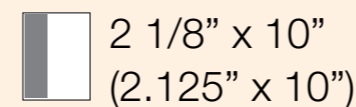
1/3 Horizontal



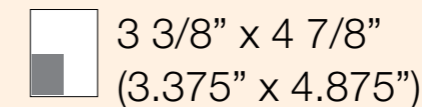
1/3 Square



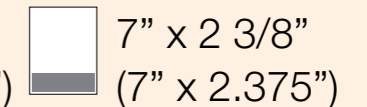
1/3 Vertical



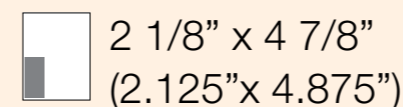
1/4 Vertical



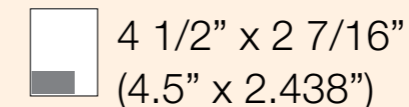
1/4 Horizontal



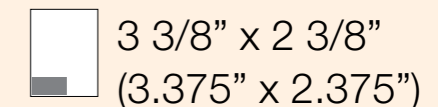
1/6 Vertical



1/6 Horizontal



1/8 Horizontal



2/color: Add \$610 to any display ad 1/2-page or larger

Add \$495 for under 1/2-page

Metallic ink: (any size ad) add \$1,000

Back Cover – Add 20%

Inside Front Cover – Add 15%

Inside Back Cover – Add 10%

Page 3 – Add 10%

Pages 5, 7, 9 guaranteed – Add 5%

Ads & Specs

Rates are based on number of column inches of space run. Rates are for one column inch (black and white). Marketplace and Classified ads are non-commissionable and do not count toward general advertising frequency.

1X \$140/inch

6X \$135/inch

12X \$115/inch



Special Low Color Charge

2/C on any Marketplace or Classified ad\$175

4/C on any Marketplace or Classified ad\$245

Display Advertising Rates: Effective January 2012.

Frequency Rates: Determined by the number of paid insertions within 12 months from date of first insertion. Display ads in *ICS* combine with other BNP publications for frequency discounts in *ICS*.

Payment & Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

Agency Commission: 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

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

Cancellation Policy: No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

Online:

Run your classified ad on *ICS* Online (www.icsmag.com) for only \$10 w/ print ad or \$50 per month for online only.

Confidential Boxes:

Confidential box numbers are \$30 per issue in addition to space rate.

Specifications:

Special preparation of materials will be at the advertiser's expense. Minimum ad size is one column inch (2 1/8" wide x 1" deep).

Contact

Sharon Ward

847-405-4017

wards@bnpmedia.com

Inserts (brochures, postcards, etc.)

ICS can print and/or insert your advertising at very cost-effective rates

Contact Evan Kessler, Publisher for rates for specific piece

**Send your brochure
or postcard to targeted
ICS subscribers for less
than direct mail!**

Acceptable Formats and Programs

Ads should be submitted electronically. Acceptable formats are Quark Xpress, Adobe InDesign CS5, Illustrator and Photoshop CS5 in .EPS or .TIFF for Mac. All support files should be included (.EPS, .TIFF, etc.) along with font data if submitted in Quark Xpress or InDesign. All fonts should be converted to paths if submitting an Illustrator .EPS. or Photoshop .EPS. All disks and files must be readable by a Macintosh computer. Images must be saved as a .TIFF, .EPS or Hi-Res .JPEG. Images must be 300dpi or greater, and in CMYK, Grayscale, or Bitmap. Images can not be used if a LZW compression is applied. All ads should be submitted with a color proof. We cannot be held responsible for color variations if a color proof is not submitted.

Display Advertising Mechanical Specifications

Page Trim Size — 8" x 10³/₄"

Live Matter — 7" x 10"

Page Bleed — 8¹/₄" x 11"

Spread Trim Size — 16" x 10³/₄"

Spread Live Matter — 15¹/₂" x 10¹/₄"

Spread, Gutter Bleed — 16¹/₄" x 11"

Spread Full Bleed — 16¹/₂" x 11"

Submitting Materials

E-mail all materials and insertion orders to:

levina@bnpmedia.com or upload to FTP Site at

<http://upload.bnpmedia.com> (select *ICS Cleaning Specialist*)

Shipping address:

ICS/Production Manager

22801 Ventura Blvd, #115

Woodland Hills, CA 91364-1222

levina@bnpmedia.com



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