



Emerging Markets Private Equity Association 2008 Membership Directory

Advertising Rate Card

EMPEA's first-ever published Membership Directory, scheduled for release in October 2008, will be a comprehensive guide to the leading players in emerging markets private equity.

EMPEA members cover more than 50 countries and collectively represent nearly \$500 billion in assets under management. The EMPEA Directory will be distributed to a large audience of members, venture capital associations and other leading professionals in the industry. The Directory is available to all EMPEA members free of charge and for purchase to non-members.

Advertising Calendar

EMPEA Members are entitled to an early-bird special until July 28, 2008.

Advertising requests from non-members will be accepted starting on August 1, 2008.

Please indicate sponsorship level:

Exclusive Sponsorship *(available to EMPEA members only)*

- **Front cover** logo placement
- Two-page profile including one-page of content/editorial/other

Diamond Sponsorship *(available to EMPEA members only)*

- Full-page inside **back cover** ad placement

Gold Sponsorship

- Full-page ad placement at premium selected pages.
EMPEA members have the option of placing ad next to their firm's profile.

Silver Sponsorship

- Half-page ad placement at premium selected pages.
EMPEA members have the option of placing ad next to their firm's profile.

Quantity	Members	Non-Members
1	US\$40,000 <input type="checkbox"/>	N/A <input type="checkbox"/>
1	US\$12,000 <input type="checkbox"/>	N/A <input type="checkbox"/>
8	US\$6,000 <input type="checkbox"/>	US\$8,000 <input type="checkbox"/>
8	US\$3,500 <input type="checkbox"/>	US\$5,000 <input type="checkbox"/>

Advertising Specifications

	Width	x	Height
1/2 page	7.487"	x	4.5"
	190.17 mm	x	114.3mm
1 page	7.487"	x	9"
	190.1mm	x	228.6mm

All ads and logos must be submitted in 300 dpi in the following preferred file types: TIFF (.tif)/PDF (.pdf)/JPEG (.jpg)/EPS (.eps).

Sponsor Information

Firm: _____ Contact Person: _____
 Address 1: _____ Address 2: _____
 City: _____ State: _____ Country: _____
 Postal Code: _____ Phone: _____ E-mail: _____
 Total amount to be invoiced: _____

Advertiser and/or Agent agree to the accompanying EMPEA Advertising "Terms & Conditions."

Authorized Signature: _____

Date: _____

Please submit signed contract to the attention of: Cristiane Nascimento
Emerging Markets Private Equity Association
1055 Thomas Jefferson Street, Suite 650, NW Washington D.C. 20007
Phone: +1.202.333.8171 / Fax: +1.202.333.3162

For more information, please contact
Cristiane Nascimento at
nascimento@empea.net or
+1.202.333.8171

Terms & Conditions

These terms and conditions (“Terms”) are entered into between EMPEA and the Advertiser and/or Agency (“Customer”) referenced on the corresponding insertion contract (“IC”). These Terms shall be deemed incorporated by reference into the IC submitted by the Customer and, together with the IC, form the “Agreement”.

1. **TERMINATION.** EMPEA shall have the right to terminate this Agreement, in whole or in part, with or without cause, at any time. The Customer shall have the right to terminate this Agreement, in whole or in part, with or without cause, 30 days prior to the material due date, provided that, for the termination to be effective, the Customer must receive express confirmation from EMPEA. Upon termination for any reason, Customer shall remain liable for any amount due under this Agreement for advertisements published by EMPEA and such obligation to pay shall survive termination of this Agreement.

2. **PAYMENTS.** Customer shall be liable for payment for all published advertisements. Payment as set forth in this Agreement shall be made to EMPEA within thirty (30) days of the date of invoice. All payment amounts in this Agreement shall be made in U.S. dollars. In the event that EMPEA is not paid in full for an advertisement as due, Customer shall pay to EMPEA the sum of one and one-half percent (1.5%) per month as interest on the unpaid balance, until paid, and all costs of collection incurred by EMPEA, including attorney’s fees and costs.

3. **RIGHTS OF EMPEA.** All content of advertisements is subject to EMPEA’s approval. EMPEA reserves the right to reject or cancel any advertisement, at any time, for any reason, either in its newsletter or website, with a full refund to Customer. EMPEA reserves the right to insert the caption “Paid Advertisement” or “Advertisement” above any advertisement. EMPEA shall not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the provisions of this Agreement.

4. **REPRESENTATIONS BY CUSTOMER.** Customer represents to EMPEA that (i) it is authorized to publish the entire content and subject matter of the advertisement, and (ii) it will not make promotional reference to EMPEA or any of its publications in any way without first obtaining the prior written consent of EMPEA for each such use.

5. **LIMITATION OF LIABILITY.** In the event that EMPEA fails to publish an advertisement in accordance with the instructions in this Agreement, or fails to publish all or any portion of the issue of the newsletter in which the advertisement is contained, and the failure to do so is not attributable to occurrences beyond EMPEA’s control, the sole liability of EMPEA and exclusive remedy of Customer shall be limited to, at EMPEA’s sole discretion, placement of the advertisement at a later time in a comparable position or adjustment to the payment rate indicated in this Agreement. In no event shall EMPEA be liable for any act or omission, or any event directly or indirectly resulting from any act or omission, of Customer, or any third parties. **IN NO EVENT SHALL EMPEA BE LIABLE UNDER THIS AGREEMENT FOR ANY CONSEQUENTIAL, SPECIAL, INDIRECT, EXEMPLARY, PUNITIVE, OR OTHER DAMAGES, WHETHER IN CONTRACT, TORT OR ANY OTHER LEGAL THEORY, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. EMPEA’S AGGREGATE LIABILITY UNDER THIS AGREEMENT FOR ANY CLAIM IS LIMITED TO THE AMOUNT PAID OR PAYABLE TO EMPEA FROM CUSTOMER FOR THE IC GIVING RISE TO THE CLAIM.**

6. **INDEMNIFICATION.** Customer agrees to indemnify and hold harmless EMPEA and its officers, employees and agents against claims, suits, expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including (without limitation) claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

7. **MISCELLANEOUS.** Customer acknowledges that it has received and read EMPEA’s Advertising Rate Card (“Rate Card”) and that the terms and conditions of such Rate Card in effect on the execution date of this Agreement are hereby incorporated into this Agreement. This Agreement contains the entire agreement between the parties relating to the subject matter herein contained, and no change or modification of any of its terms and provisions shall be effective unless made in writing and signed by both parties.

