

The following are certain general terms and conditions governing advertising published in the TRAVEL + LEISURE CHINA Magazine (the "Party A") published by Shanghai Moisson Media Advertising Co, Ltd. (the "Publisher").

Cancellation Of Bookings

*Cancellation of advertisement space insertions must be made in written notice 30 days prior to the publishing deadline. 50% of the contracted advertising sum is payable by the agency/advertiser after the material submission deadline. *No cancellation can be made after the material submission deadline. *Party A reserves the right to paginate the advertisements according to the content of the advertisement. Bookings with specified page positions are subject to an additional loading premium of 15% on top of the basic published advertising rates.

OTHER TERMS & CONDITIONS 1) Party A reserves the right to omit, suspend or change the position of any advertisement accepted for insertion. 2) All advertisers should abide by China's Advertising Law. 3) All advertisements agencies or advertisers must bear all the expenses incurred if violation results. 5) Party A will not be responsible for any error insertion or omission to insert any advertisement or for any damage or loss of any materials supplied for the purpose of an advertisement. If amendments are needed, a written notice must be made to Party A 1 week before the submission deadline. 6) In the event if fresh copy instructions are not received by the copy deadline, Party A reserves the right to repeat a previous advertisement or use other discretionary copy of the same size, and the advertiser or its advertising agency will be liable for the space cost(s) at the original contracted rates. 7) The publisher reserves the right to destroy all transparencies and other reproduction materials which will not be returned to the advertiser or its advertising agency unless requested in writing upon submission. Party A will not be responsible any missing advertising information of damages. 8) Advertisers must submit completed and final materials that match the page dimensions of the magazine. 9) The publisher will not be responsible in the event of errors caused by late in submission by advertisers or agencies. 10) Payment is due within 30 days from the date of the invoice(s). There will be a 1‰ surcharge per day.