

Award-Winning *Moveable Feast with Fine Cooking*

Moveable Feast with Fine Cooking is a 13 episode half-hour PBS series where each episode takes 1.8 million viewers on a culinary adventure across America, capturing beautiful, iconic locations and drawing on local talent and unique ingredients to make a fabulous feast.

In every episode, we feature local chefs, food artisans, or purveyors who gather to create a seasonal menu, each offering their own simple and delicious way to turn regional foods into fabulous dishes. The show culminates with the chefs cooking together with the host creating a fun, spontaneous pop-up cooking event.

With each episode, we provide the unique *Fine Cooking* blend of inspiring recipes along with expert tips and techniques to create delicious dishes.

Chef Hosts

New for Season Five, Curtis Stone, Australian celebrity chef, author, TV personality. Pete Evans continuing into Season Five, is an award winning Australian chef, restaurateur, cookbook author, popular TV host, and one of Australia's most celebrated chefs.

The TV Series

- Nomination for 2014 Daytime Emmy Award, Outstanding Culinary Program
- Winner of the Taste Awards and two Telly Awards
- 13 programs, 30 minutes each to broadcast on public television
- Season Five starts airing on PBS September 2017
- Estimated 1,800,000 viewers per week
- Estimated Carriage: 96%

Marketing Opportunities

- Ads in *Fine Cooking* Core and SIP Magazines
- ROS ad units on FineCooking.com and in *Fine Cooking* eLetters and in rich media
- Digital video with sponsor credit (15-second top and bottom of each video); videos available on sponsor website and on moveablefeast.tv

Sponsor Exposure

Moveable Feast with Fine Cooking is fully supported by *Fine Cooking* and utilizes all the Taunton Home & Garden assets to promote the show.

- Broadcast exposure with 15-second sponsor credit top and bottom of *Moveable Feast* series
- Co-branded print ads with sponsor logo
- Full page promotional ads in 20+ *Fine Cooking* and Taunton Home & Garden Network publications (core and SIPs)
- All print ads will also appear in digital editions
- Co-branded online and eLetter exposure
- *Moveable Feast with Fine Cooking* prominently promoted on the cover of *Fine Cooking* regular (core) and special issues and *Fine Cooking* books
- Social media promotion with sponsor product giveaway

SEASON FIVE

SEPTEMBER – DECEMBER 2017



Pete Evans



Curtis Stone

MOVEABLE FEAST
WITH *fine* Cooking

Online Advertising Terms and Conditions

By placing an Insertion Order for advertising on a Web site of Taunton Interactive, Inc., the Advertiser and its agency, if there be one, each agree to the following terms and conditions with respect to such advertising (collectively, "Terms").

1. Insertion Order; Optimization; Ad Servers. Taunton Interactive, Inc. agrees to deliver, and Advertiser and/or its agency, if there be one, each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms. Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted ("optimized"); provided that the total financial obligation of the Advertiser and/or the agency, if there be one, under the Insertion Order are not reduced ("Optimization"). Optimizations are subject to Taunton Interactive, Inc.'s prior approval, with applicable terms documented via email, and the confirmation of acceptance by either Advertiser or its agency, if there be one, via reply email, and such terms shall be jointly and severally binding on Advertiser and agency, if there be one, and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Taunton Interactive, Inc. shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Taunton Interactive, Inc. and the Advertiser and/or its agency, if there be one, in advance, but Taunton Interactive, Inc.'s applicable ad server(s) shall be the official counter(s) for determining impressions delivered, invoices, and payment. Any of Advertiser's and/or its agency's third party ad server reporting that is not previously affirmatively approved by Taunton Interactive, Inc. in writing is not accepted.

(a) Makegoods. If actual inventory delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to Taunton Interactive, Inc.'s applicable ad server counts by not more or less than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Advertiser and/or its agency, if there be one, and Taunton Interactive, Inc. will make an effort to agree upon the conditions of a makegood at the time of shortfall. If no makegood can be agreed upon, Advertiser and/or its agency, if there be one, may execute a credit equal to the value of the under-delivered portion of the Insertion Order for which it was invoiced. In the event Advertiser and/or its agency, if there be one, made a cash pre-payment to Taunton Interactive, Inc., specifically for the Insertion Order for which under-delivery applies, then if Advertiser and/or its agency, if there be one, is current on all amounts owed to Taunton Interactive, Inc. under any other advertising agreement, Advertiser and/or its agency, if there be one, may elect to receive a credit for the under-delivery equal to the difference between the applicable pre-payment and the value of the delivered portion of the Insertion Order. Makegoods are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Taunton Interactive, Inc. to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Where Advertiser and/or its agency, if there be one, utilizes a previously approved third party ad server, Taunton Interactive, Inc. will not bonus more than 10% above the guaranteed levels on the Insertion Order on the difference between the third party counts of Taunton Interactive, Inc. and Advertiser without the prior written consent from the Advertiser and/or agency, if there be one. Permanent or exclusive placements shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity. Advertiser and/or its agency, if there be one, shall not be charged by Taunton Interactive, Inc. for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser and/or its agency, if there be one, notifies Taunton Interactive, Inc. that the guaranteed level stated in the Insertion Order has been reached, Taunton Interactive, Inc. will use commercially reasonable efforts to suspend delivery and, within 48 hours, may either: (i) serve any additional advertisements itself or (ii) be held responsible for all applicable incremental advertising serving charges incurred by Advertiser and/or its agency, if there be one, after such notice has been provided and associated with over-delivery by not more than 10% above such guaranteed levels.

3. Cancellation. (a) At any time prior to the serving of the first impression of the Insertion Order, the Advertiser and/or its Agency, if there be one, may cancel the Insertion Order with 30 days prior written notice, without penalty. For clarity and by way of example, if the Advertiser and/or its Agency cancels the Insertion Order 15 days prior to the serving of the first impression, Advertiser and/or its Agency will only be responsible for the first 15 days of the Insertion Order. Cancellation notice must be sent via facsimile to Taunton Interactive, Inc. at (203) 426-3434 Attn: WEB ADs and will



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be deemed given upon Taunton Interactive, Inc.'s confirmation of receipt. (b) Once accepted by Taunton Interactive, Inc., Insertion Orders seeking exclusive placement/sponsorship by an Advertiser and/or its Agency, if there be one, may only be cancelled, altered and/or modified on prior written notice to Taunton Interactive, Inc. no less than 30 days prior to the scheduled commencement date of such exclusive placement/sponsorship. In no event may any exclusive placement/sponsorship be cancelled, altered and/or modified within such 30-day period without the acknowledgement and written consent of Taunton Interactive, Inc. Upon the serving of the first impression of the Insertion Order, Advertiser and/or its Agency, if there be one, may cancel the Insertion Order for any reason, without penalty, by providing Taunton Interactive, Inc. written notice which will be effective after the later of: (i) 30 days after serving the first impression of the Insertion Order; or (ii) 14 days after providing Taunton Interactive, Inc. with such written notice. (c) Either party may terminate an Insertion Order at any time if the other party is material breach of its obligations hereunder that is not cured within 10 days after written notice thereof from the non-breaching party, except as otherwise stated in this Agreement with regard to specific breaches. (d) Short rates will apply to buys that are cancelled to the degree stated in the Insertion Order. (e) Cancellations or changes in Eletter orders are not accepted after an Eletter deploy date. (f) Digital campaigns including Added Value items, sponsorships, or other program elements that include development on the part of The Taunton Press or Taunton Interactive cannot be cancelled once the program elements go into production. "Production" may include, but are not limited to, creative development and design, script writing, video production, post editing, recipe development, or other specifically defined project element.

