

OUT *lines*

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PROUDLY SERVING THE GAY, LESBIAN AND BI-SEXUAL COMMUNITY OF OHIO

June 15, 2006

Dear Advertiser:

When Outlines Magazine was first introduced in October 1997, we had one goal in mind -- to serve the gay business community with a dependable source of advertising at affordable rates. That is still our mission nearly nine years later.

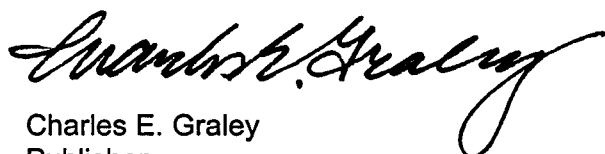
Since that time, Outlines Magazine has grown from a local magazine to Ohio's largest and most recognized gay club magazine in the state. Even though our distribution has grown substantially since our beginning, we have strived to develop stream-lined methods of producing Outlines Magazine while cutting expenses to hold advertising costs down for you. After nearly 9 years of publishing, we believe our efforts have paid off in the past with just one price increase in April 2003.

Unfortunately, nearly every expense in the publishing business is directly linked to petroleum costs that include ink, chemistry, plates, paper, transportation and distribution; and these costs have been soaring at ever-increasing rates. These economic pressures are beyond our ability to control and in order to continue publishing Outlines Magazine, we are forced to modestly raise our advertising rates.

These new rates will become effective on July 1, 2006 and will be charged beginning with our July 14, 2006 issue. Please review the enclosed "Advertising Information" sheet that includes information important about these upcoming changes. Please note that "Design Fees" will now be an additional expense to the cost of advertising for customers not providing camera-ready artwork.

Please accept our apologies for these necessary changes. If you have any questions pertaining to this information, please do not hesitate to contact us at your earliest opportunity. We really appreciate your business and hope that Outlines Magazine will continue to be your first choice for advertising.

Most Sincerely,



Charles E. Graley
Publisher

enclosure