



COOPERATIVE ADVERTISING PROGRAM

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Cooperative Advertising Program

LETTER FROM THE CEO

Dear Tantus Cooperative Advertising Partners,

Thank you for your consideration of including Tantus, Inc. as an integral component of your 2014 Cooperative Advertising Program. We are very excited for the upcoming year, as we have completely re-structured, and revamped operations, production, and marketing here at Tantus. We believe that working together will create a healthy long term relationship, and help to further establish organic growth, to enhance our sales performance for 2014.

The goal of our Co-Op Ad Program is to increase consumer awareness of the products and services offered by both participating parties, and to foster current and new customer relationships.

There are several cooperative programs in which many partners may participate. This includes but is not limited to : print advertisements, e-mail advertising programs, direct-mail marketing, and online advertising.

Thank you for your support and consideration. We look forward to driving our success together.



Metis Black
CEO and President
Tantus, Inc.

REQUIREMENTS

Tantus will issue a 50% product credit for any cooperative advertising program with appointed partner, upon receipt and approval of media agreement, followed with a media invoice indicating 50% payment of the ad's insertion cost.

Please forward media agreement and media invoice to:

Tantus, Inc

1095 Spice Island Dr., Suite 100

Sparks, NV 89431

RE: Co-Op Advertising

The invoice may also be sent via email: whinchman@tantusinc.com

Send all media files to: graphics@tantusinc.com

Walter Hinchman

Director of Sales and Marketing

Tantus, Inc

1095 Spice Island Dr., Suite 100

Sparks, NV 89431 USA

Main:(775) 284-6400

Direct:(775) 284-6403

Facsimile:(775) 284-6420

Mobile:(775) 544-1854

Rizzo Johnson

Graphic Designer

Tantus, Inc

1095 Spice Island Dr., Suite 100

Sparks, NV 89431 USA

Main:(775) 284-6400

Direct:(775) 284-6402

Facsimile:(775) 284-6420



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Cooperative Advertising Program

REQUIREMENTS

The following stipulations must be followed and abided by for proper issuance of product credit. If these stipulations are broken in any way, shape, or form, Tantus reserves the right to dissolve or deny any pending cooperative agreement with the appointed party, --- therefore product credit will be deemed null and void.

- i. Cooperative advertising requests must be approved through the Tantus Media Agreement. This agreement must be signed and dated, by both parties before any credit has been established.
- ii. Tantus, will examine advertising materials upon receiving a drafted version, prior to the cooperative advertisement being sent to the appropriate print publication.
- iii. Tantus reserves the right to request edits, or changes in order to comply with brand and legal standards, of any draft submissions.
- iv. Upon approval, the Tantus cooperative advertising partner will be in charge of sending all approved artwork to the agreed upon print publication.
- v. Advertising materials must be presented at least 5 working days prior to print publication's deadline.
- vi. A Tantus logo will be sent for advertisement inclusion, upon receipt of media agreement. Use only preset artwork available by contacting Tantus, graphics@tantusinc.com
- vii. The use of an advertisement with the inclusion of any competing manufacturers or products is prohibited.
- viii. The Tantus logo must be presented with the Tantus tag line, "Good, Clean, Fun" at all times. This should be used as part of the logo lockup in all circumstances.
- ix. It is prohibited to add, revise, or alter any Tantus logo. Revisions or alterations may result in termination of any future cooperative proceedings.

REQUIREMENTS

- x. Full page advertisements in a print publication are the minimum requirement for any cooperative advertising.
- xi. If the Tantus partner would like to advertise in a different print publication other than those included, they may do so at the full discretion and approval of Tantus. The cooperative advertisement will follow the same requirements outlined above. An additional note will be required in the media approval form, indicating which trade publication, as well as the specific time frame the ad will run.
- xii. A copy of the print ad with date is required after the ad has been published or sent to market.
- xiii. Exclusion of any one of the minimum requirements may make the cooperative advertisement request invalid. Tantus reserves the right to refuse an ad not meeting the outlined visual identity standards outlined above.

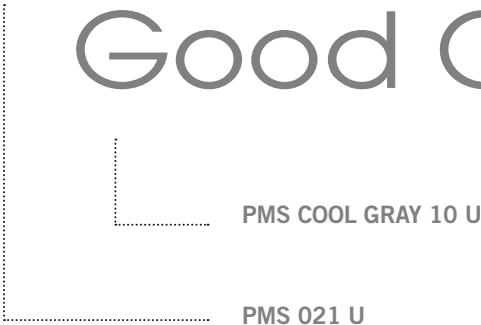
LOGO GUIDELINES

Color Breakout

These are the the color break down for our logo. Most publications print only in CMYK.



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ORANGE

RGB: R:255 G:129 B:0
CMYK: C:0 M:70 Y:95 K:0



GRAY

RGB: R:128 G:127 B:131
CMYK: C:0 M:2 Y:0 K:60



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LOGO GUIDELINES Continued...

Protected Area

The amount of protected space illustrated below is a minimum requirement. This space should be free of any other graphic elements; more space should be used when possible. The protected area has been created to give the logo the most visual impact.



Smallest Online Size

Its smallest online width is 65 pixels.



Smallest Print Size

Its smallest print size is .95 inches wide.



LOGO GUIDELINES

Incorrect usage of the logo can jeopardize our trademarks rights and create confusion in the marketplace.

Never alter the spaces between the letters in the logo or tagline.



Never reproduce the logo in another font type.



Never alter the layout of the logo lockup to anything other than the approved options.



Never add outline elements such as an extra stroke and /or drop shadow.



Never change the color of the logo to anything other than approved colors.



Never place the logo over images that don't have enough clear space.



Never alter the shape of the logo by squashing or stretching.



Do not lock the logo with the company url or address.



Do not use any element of the Tantus logo as a substitute for the copy or company brand name, such as in headlines, titles, or text.

THAT'S NOT THE **TANTUS** WAY

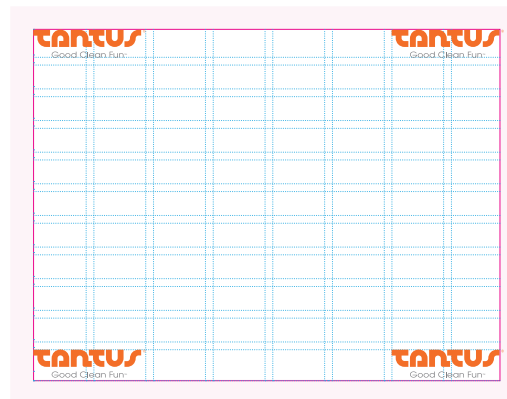
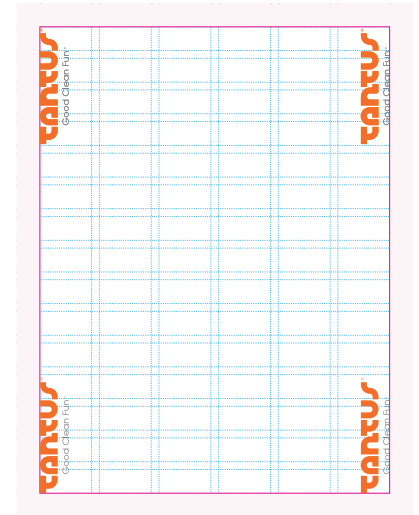
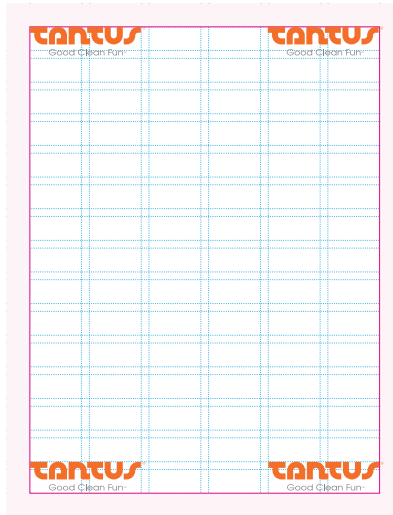
LOGO GUIDELINES

Different pieces of Tantus collateral need different amounts and types of content.

Based on the margin specs and content, the placement of the Tantus logo can take on different variations.

The logo should naturally be placed in a corner, in the following order of priority:

- Bottom right, with horizontal treatment
- Bottom right, with vertical treatment
- Upper left, with horizontal treatment
- Other corners and treatments only if a strong case can be made that deviation from one of the positions above is absolutely necessary.



PRINT OPTIONS

AVN



AVN In print and online, is the top news source for the fast paced adult industry in all of its permutations. Since 1982, AVN's publications have supplied readers with astute analysis of the key issues that shape this dynamic market. AVN offers its readers a resource that pulls all aspects of the converging adult industry together. Whether your business is video production and sales, novelty manufacturing and retailing, or web content production and affiliate marketing, AVN supplies the insights you need to thrive in this ever-changing industry. Readers can expect the same knowledgeable coverage of cutting-edge technologies, emerging legal issues, industry trends, and product reviews. AVN's subscribers are decision makers who study our editorial and advertising pages for the information they need to grow their enterprises. Our readers include video store owners, DVD distributors, novelty manufacturers, adult store managers, content producers, webmasters, payment processors, publishers, hosting companies, and wireless tech and content providers.

File Format

We prefer flattened 300 DPI CMYK tiff's - remove all extra layers, paths and channels.

High resolution print quality pdf's ok.

File names: Please include the advertiser company name and the publication title & date:

AdvertiserCompanyName-AVN-Nov.tif

Bleed: Our printer requires a minimum .125" extra art on each side that bleeds - .25" extra bleed each side is preferred.

Mechanical Specifications

| | |
|-----------------|--|
| Final trim size | 9.625" W x 14" H (One page) |
| Final trim size | 19.75" x 11.875" (Two page spread) |
| Bleed size | 10.375" W x 14.75" H (Keep live matter ½" from final trim) |

PRINT OPTIONS

AVN continued

Upload

Please upload files to the Advertising Drop Box: <http://upload.avn.com>. It's free, no registration is required and there's no limit on file size or quantity. Enter your Name and Company and Advertiser's Name (if different) in the Message field. You can zip multiple files (and folders) to avoid uploading one at a time.

Please DO NOT SEND ART VIA EMAIL - large attachments can overwhelm our email system.

Restrictions

Obscure/pixelate any sexual acts—in other words, anything that involves contact with genitalia (including hand or mouth contact). Also please obscure the following by pixelating or blurring the image: erect penises, fluids, gaping, penetration by fingers, vibes or tongues, and crotch close-ups.

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PRINT OPTIONS

XBIZ



XBIZ Premiere, the only free trade publication dedicated to the adult retail marketplace, provides manufacturers of adult videos and novelty products and the retailers who sell their products, with the most timely news, resources and information essential to operating their businesses. True to the mission of XBIZ.com and XBIZ World, XBIZ Premiere provides the most trusted and timely business information delivered to industry subscribers around the world.

In each issue, XBIZ Premiere offers discerning information on how to run a successful business, biting commentary from industry leaders and information regarding the most recent video releases, including charts, reviews, stats and regularly updated contact info.

Simply put, XBIZ Premiere covers the adult entertainment industry as no other publication does by presenting a timely, authoritative and unbiased overview of major (and minor) industry events and developments that affect your bottom line.

File Format

We prefer flattened 300 DPI CMYK tiff's, TIF or EPS - remove all extra layers, paths and channels.

High resolution print quality pdf's ok.

Mechanical Specifications

| | |
|-----------------|---|
| Final trim size | 9.625" W x 14" H Keep live matter ½" from final trim) |
| Bleed size | 10.375" W x 14.75" H |

PRINT OPTIONS

XBIZ continued

File Delivery

Please upload all finished advertisements and files via email: sara@xbiz.com

Sara Ramirez

Associate Publisher, Retail

XBIZ | The Industry Source

Adnet Media

T: 310.820.0228 x706

F: 310.943.2578

Restrictions

XBIZ does not publish hardcore, extreme, or sexually explicit advertisements. To ensure compliance with our requirements please use the following guidelines:

No full frontal nudity

No lascivious exhibition of the genitals or pubic area of any person

No masturbation

No extreme hardcore content (including sadistic or masochistic abuse)

No depiction of sexual intercourse (oral-genital, anal-genital, oral-anal, or genital-genital) between persons of the same or opposite sex

Should you have any questions regarding our advertising standards please be in touch with your advertising representative. We reserve artistic discretion over any advertisement that does not comply with these guidelines.

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PRINT OPTIONS

StorErotica



STOREROTICA Magazine is a niche publication geared toward “The buyers” at intimate apparel and adult retail stores. Our editorial focus is on store operators and decision-makers; how to make more money, how to simplify operations, how to stop theft, how to manage inventory and personnel, how to avoid legal problems and how to grow your business. STOREROTICA Magazine is mailed for free to more than 10,000 retail stores and boutiques, and more than 2,000 intimate apparel and erotic product manufacturers and distributors. The magazine is also distributed at a number of the industry’s top conventions and tradeshow, including the International Lingerie Shows in Las Vegas, AVN’s Adult Entertainment Expo in Las Vegas, AVN’s Adult Novelty Expo in Los Angeles, the Halloween & Party Expo in Houston, and the HCP Show in Las Vegas. Every issue is packed with business advice columns, retail strategies, informative B2B articles and targeted industry news that store owners and buyers keep and refer to all year long.

File Format

Flattened 300 DPI CMYK tiff’s, JPEG,TIF or EPS - remove all extra layers, paths and channels.

High resolution print quality PDF’s ok.

Mechanical Specifications

| | |
|-----------------|--------------------|
| Final trim size | 8.5” W x 11” H |
| Bleed size | 8.75” W x 11.25” H |

PRINT OPTIONS

StorErotica continued

File Delivery

Please upload all finished advertisements and files via email: eileen@edpublications.com

Eileen Sahin-Murphy

Ad Coordinator/ Database Manager

ED & Storerotica Publications

2431 Estancia Blvd., Bldg. B

Clearwater, FL 33761

T:(727) 726-3592

F:(727) 712-8282

Restrictions

To, in essence, double the market of buyers who will see your advertised product, we have to make sure that both the editorial content and the advertising content in the magazine are viewed in a positive way by all of our readers. To reach this goal, we have implemented some guidelines on display ads that are submitted to STOREROTICA Magazine:

- No exposed genitalia or nipples
- No “spread” shots or “pop” shots
- No bodily fluids
- No obscene text
- **Rule of thumb:** should be tasteful, upscale presentation

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PRINT OPTIONS

Lingerie Insight



Lingerie Insight is the only monthly magazine for the UK intimate apparel industry. Thousands of lingerie and swimwear professionals rely on Lingerie Insights magazine and web site to stay current with future trends, collections and business insight for the £2.93 billion market. 3960 qualified professionals receive Lingerie Insight each month. Each edition is read by an average of 2,74 people – a total of 10,850 readers. An average of 469 read the digital edition of the magazine per month. Average monthly readership of the printed and digital edition: 11,319. An average of 19,777 unique individuals visited Lingerieinsight.com every month in the third quarter of 2011. Lingerieinsight.com’s traffic is ranked almost twice as high as its nearest competitor 56.6 percent of Lingerieinsight.com’s audience are owners, directors or buyers within the intimate apparel industry. 59.6 percent of Lingerieinsight.com’s audience directly authorize purchasing decisions for their companies.

File Format

Flattened 300 DPI CMYK TIF’s, JPEG, TIF or EPS - remove all extra layers, paths and channels.

High resolution print quality PDF’s ok.

Mechanical Specifications

| | |
|-----------------|---|
| Final trim size | 8.07” W x 10.82” H |
| Bleed size | 8.07” W x 10.82” H (Please add 0.196” to artwork for bleed) |

PRINT OPTIONS

Lingerie Insight continued

File Delivery

Please upload all finished advertisements and files via email: kat.slowe@itppromedia.com

Kat Slowe

Editor

Lingerie Insight & UK Lingerie Awards

T: +44 203 176 4228

Restrictions

To, in essence, double the market of buyers who will see your advertised product, we have to make sure that both the editorial content and the advertising content in the magazine are viewed in a positive way by all of our readers. To reach this goal, we have implemented some guidelines on display ads that are submitted to Lingerie Insight:

- No exposed genitalia or nipples
- No “spread” shots or “pop” shots
- No bodily fluids
- No obscene text
- **Rule of thumb:** should be tasteful, upscale presentation

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PRINT OPTIONS

Sign Magazine



Sign Magazine: For more than 10 years now, Sign Germany has been reporting on current adult industry topics, and Sign Europe has been active for almost 8 years. Both magazines have a joint circulation of 10,000 issues, and are sent to specialist traders in more than 40 different countries.

File Format

In principle, all usual images formats can be used (TIFF, EPS, JPG, BMP, PSD, PDF).

Images should be sized scaled 1:1 with a resolution of at least 300 dpi.

Mechanical Specifications

| | |
|-----------------|---|
| Final trim size | 9.055" W x 11.811" H |
| Bleed size | 9.055" W x 11.811" H (Please add 0.118" to artwork for bleed) |

PRINT OPTIONS

Sign Magazine continued

File Delivery

Please upload all finished advertisements and files via email: grafik@sign-europe.de

For sign Deutschland email: grafik@signmagazine.de

FTP-Server

Server: borgmeier.de **User-Name:** 105998-sign-eu **Code:** w3s-sign-eu

Restrictions

No restrictions.

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PRINT OPTIONS

ETO



ETO has become an essential tool and reference source for every company trading in the UK adult sector, since its launch in July 2003. ETO is a completely independent publication which has no links to or connections with any other adult business. Published monthly, it is freely available to qualifying companies, individuals, retail outlets and online stores in the UK and, via subscription, to interested worldwide organizations. ETO's mailed circulation has shown a steady increase over the past couple of years with the addition of more than 500 lingerie and costume outlets and party planners. Including the online version, ETO is read by almost 15,000 industry peers every month. The mailed circulation comprises more than 4,500 requested and individually addressed copies distributed throughout the UK where they reach almost every single adult-based store and online trader. The magazine is also circulated to both branch and head office levels of the major adult chains and the head offices of other retailers with an interest in this market.

File Format

Flattened 300 DPI CMYK TIF's, JPEG, TIF, GIF, SWF or EPS - remove all extra layers, paths and channels.
High resolution print quality PDF's ok.

Mechanical Specifications

| | |
|-----------------|--|
| Final trim size | 9.64" W x 13.38" H (One Full Page) |
| Final trim size | 19.29" W x 13.38" H (Two Page Spread) |
| Bleed size | 9.64" W x 13.38" H (Please add 0.39" to artwork for bleed) |

PRINT OPTIONS

ETO continued

File Delivery

Please upload all finished advertisements and files via email: Jacinta@jellymedia.com

Jacinta Williams

Advertising manager

PRODUCTION

AND HEAD OFFICE

T: +44 (0) 1767 60 10 40

E: production@erotictradeonly.com

ETO, Unit 2, The Old School,

Church Street, Biggleswade,

Beds SG18 OJS

Restrictions

ETO reserves the right to censor, or omit, any material which in its opinion is offensive, pornographic or illegal.

To, in essence, double the market of buyers who will see your advertised product, we have to make sure that both the editorial content and the advertising content in the magazine are viewed in a positive way by all of our readers. To reach this goal, we have implemented some guidelines on display ads that are submitted to STOREROTICA Magazine:

- No exposed genitalia or nipples
- No “spread” shots or “pop” shots
- No bodily fluids
- No obscene text
- **Rule of thumb:** should be tasteful, upscale presentation

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PRINT OPTIONS

E. A. N.



EAN is one of the markets leading trade magazines for the European Erotic Industry. It is read by the owners of erotic stores, erotic store chains, video rental stores, and online shops all over Europe. It has an influence on the decisions of the purchasing departments, and is also an important source of information for the suppliers of lifestyle products, wholesalers, and other innovative retailers. EAN covers the entire European market and is also intended for the entire European market. It presents new, promising products to the trade and reports about innovative sales, marketing, and corporate strategies from all over the world. EAN is a platform for information, communication, and discussion – both in print and on the web. It caters to a pan-European market and a pan-European industry. Long years in the business and media partnerships with the most important international trade fairs underpin the renown of this B2B publication. EAN is a crucial prerequisite for success at the point of sale.

File Format

Tiff- and EPS-Data, not separated, closed, in CMYK-mode, 300 dpi-resolution*

- Quark Xpress 4.1 incl. scripts and pictures*
- High-end PDF with 300 dpi-resolution

(* in original format plus. 5 mm trimming on all sides.)

Mechanical Specifications

| | |
|-----------------|---|
| Final trim size | 210 mm x 297 mm (One Full Page) |
| Final trim size | 420 mm x 297mm (Two Page Spread) |
| Bleed size | 210 mm x 297 mm (Please add 3 mm to artwork for bleed and 5 mm for trimming.) |

PRINT OPTIONS

E.A.N. continued

File Delivery

ISDN Transfer: E-mail with post script compatible advertisement data: ad@mpnow.eu

FTP File Transfer: ftp.mpnow.eu **User:** E-line **Password:** Hokkaido

Restrictions

- their content was objected by the German Advertising Council in a complaints procedure
- their publication is unacceptable for the publishing house due to their content, design, source, or technical form
- they fulfill the conditions of joint advertising (advertising of or for third parties)

For these ads (if they fulfill the conditions of joint advertising), a written notice of acceptance by the publishing house is necessary in advance in every single case. This entitles the publishing house to charge a joint surcharge.

To, in essence, double the market of buyers who will see your advertised product, we have to make sure that both the editorial content and the advertising content in the magazine are viewed in a positive way by all of our readers. To reach this goal, we have implemented some guidelines on display ads that are submitted to STOREROTICA Magazine:

- No exposed genitalia or nipples
- No “spread” shots or “pop” shots
- No bodily fluids
- No obscene text
- **Rule of thumb:** should be tasteful, upscale presentation

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PRINT OPTIONS

Instigator



Instigator, a mainstream gay publication, is an all encompassed BDSM, fetish, and leather ‘Hard-Scene’ publication. One of the most hard-edged publications on the market, debuting with their first issue in 2002, Instigator has made a self-proclaim to fame, being one of the most heavily read BDSM magazines today.

File Format

Flattened 300 DPI CMYK TIF's, JPEG, TIF, GIF, SWF or EPS - remove all extra layers, paths and channels. High resolution print quality PDF's ok.

Mechanical Specifications

| | |
|-----------------|--|
| Final trim size | 8.627" W x 11.123" H (Full Page) |
| Bleed size | 8.627" W x 11.123" H (Please add 0.25" to artwork for bleed) |

PRINT OPTIONS

Instigator continued

File Delivery

Please upload all finished advertisements and files via email: editor@instigatormagazine.com

or

Instigator Magazine

8205 Santa Monica Blvd., #1-280

West Hollywood, CA 90046

Phone (213) 629-2936

Fax (213) 596.0840

(For files larger than 10megs, please call for FTP information)

Restrictions

No restrictions.

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Cooperative Advertising Program

MEDIA AGREEMENT

The Tantus Media Agreement is to be filled out to completion. This agreement facilitates the process of entering into a binding agreement with Tantus Inc., in regards to the production of a cooperative advertisement. This Media Agreement serves as a binding precursor, in lieu of fulfillment of the proper payment requirements.

Please choose which publication and in which month you would like to advertise with Tantus.

2014

| | January | February | March | April | May | June | July | August | September | October | November | December |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| AVN | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| StorErotica | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| XBIZ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Lingerie Insight | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sign Magazine | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| EAN | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Instigator | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ETO | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Partner Information

Contact Name _____

Company Name _____ Company Address _____

City _____ State _____ Zip code _____ Country _____

Telephone _____ Fax _____

Email _____ Website _____

Partners printed name _____ Date _____

Partners signature _____ Date _____

Walter Hinchman _____ Date _____

Director of Sales and Marketing

Tantus, Inc.

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