**Join Dow Jones Local Media Group**

**In St. Thomas, of the US Virgin Islands**

**At the Sugar Bay Resort & Spa**

You Could Be Here!

**Trip Rules**

Advertisers who increase their net Investment by $14,000 with Dow Jones Local

Media Group during the period beginning October 3, 2011, and ending January

29, 2012 as compared to the corresponding period in the prior year (October 4,

2010-January 30, 2011) will receive a trip for two to St. Thomas. At least 20% of

their incremental spending will be for digital media or services. Near misses do

not qualify. (Advertising expenditures in all products except direct mail postage

are applicable.) Deadline to sign up for this program is Friday, September 30,

2011.

Additional guest(s) are not permitted. No one under the age of 21 may partici-

pate in this program or travel. The trip is for the internal use of advertising

decision makers only and it cannot be transferred to any other party. To qualify,

businesses must have been in operation as of 10/1/2010.

The trip will commence and end in Newark, NJ (for NY and PA travelers); Boston,

MA (for New England travelers); Medford, OR or San Francisco, CA (for west coast

travelers). If participants must leave from another city, applicable surcharges will

be assessed. The trip to St. Thomas will take place March 8-13, 2012. If the adver-

tiser qualifies for the trip, but cannot depart on the date offered, the award is

forfeited. The trip cannot be redeemed for cash or equivalent advertising space.

All accounts must be in current credit status.

The airline imposes large penalties for name changes made within 60 days of

departure. A trip registration form will be sent to you on or about January 15,

2012. Please be certain of your traveling companion when filing the final trip

registration. Any name change after the Official Trip Registration is filed is

subject to a $150 per person change fee, which is the responsibility of the Adver-

tiser. These penalties are imposed by the airlines, not Dow Jones Local Media

Group. We require that your final registration form be filled out completely.

All accommodations are on a double/shared basis. Any advertiser traveling

without a guest will be lodged in a more expensive single accommodation with-

out extra charge. No redemption for cash or equivalent advertising space will

be extended because of the absence of an advertiser's guest.

Dow Jones Local Media Group, Inc. is not responsible for any related income

taxes or other taxes not specified above.

The responsibility of Impact Incentive Travel, Dow Jones Local Media Group, Inc.

and / or their respective officers, directors, employees and agents and each of

them is limited. Impact Incentive Travel and Dow Jones Local Media Group, Inc.

act as agents for the various supplier companies and therefore accept no

responsibility in all or in part and are not liable for any negligence or default in

connection with any delay, loss, accident, injury, death, or damages to any

person or to their belongings, however caused by or arising with the services of

any vehicle, carriages, aircraft, motor or other conveyance, or hotel that may be

used in this program. Impact Incentive Travel and Dow Jones Local Media Group

shall not be responsible for any damages, injuries, death, or other losses caused

to any person or to such person's belongings in connection with weather, terror-

ist activities, social or labor unrest, mechanical or construction difficulties,

diseases, local laws, abnormal conditions or any other omissions or conditions

outside the control of Impact Incentive Travel and Dow Jones Local Media

Group. By embarking upon his/her travel, the traveler and their guest volun-

tarily assume all risks involved with such travel, whether expected or unex-

pected. All travelers and their guest are required to sign a Release of Claims

agreement in order to participate in the trip. Program itineraries, dates and

specifications are subject to change without advance notice.