

The Forum NIE 2011-12 Pet Calendar Contest

OFFICIAL RULES

**ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY.
VOID WHERE PROHIBITED.**

1. **Eligibility.** The Forum NIE Pet Calendar Contest (the "Contest") is open to U.S. residents who are 18 years or older at the time of entry, subject to the additional restrictions below. Employees of the Forum Communications Company and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win.

2. **Contest Period.** Contest period begins at 8:00 a.m. (Central Time) Sunday, July 31, 2011, and ends at 5:00 p.m. (Central Time) Thursday, October 20, 2011.

3. **How To Enter.** Beginning at 8:00 a.m. (Central Time) on Sunday, July 31, 2011, and ending at 5:00 p.m. (Central Time) on Friday, August 26, 2011, enter by submitting an Entry Form and a photo of your pet with all required information to The Forum Newspapers in Education Dept. The pet owner's name, address, phone number, pet's name, type of animal and breed must be included with all entries. Entries must be submitted by the pet's owner who is 18 years or older. Only one photo per pet per entry please. One picture of any number of pets is considered one entry. If you want to enter more than one pet, a separate entry form must be submitted and accompany each picture. Photos should be of pet only and not include any owner, child, etc. Sponsor reserves the right to refuse any photograph it determines to be unacceptable. Entries with incomplete or incorrect information will not be accepted. Hand-writing must be legible.

Online Entry: Entries must be submitted online at www.theforumNIE.com and received no later than 5:00 p.m., August 26, 2011. Complete the entry form, attach the photo, complete any other required fields, and then submit your entry by clicking on the "SUBMIT" button. Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer needs to be disabled so that it doesn't interfere with processing your entry. By entering, you agree to the terms of these Official Rules and to receive e-mails from The Forum or those directed by The Forum. If you experience any kind of trouble with the online entry tool, please feel free to your email your photo and all information asked on the entry form to nie@forumcomm.com – entries e-mailed with missing information will not be accepted.

In Person Entry: You can enter the contest by hand delivering an original entry form and CD containing the pet photo or a hard copy of the photo no later than 5:00 p.m., August 26, 2011 to The Forum front desk. Original entry forms are available at The Forum or by clicking [HERE](#). Digital photos must be at least 4" wide and have a resolution of at least 300 dpi. Most digital pictures taken in the mid to high quality camera setting will be fine. Poor quality photos will not be accepted. No camera phone pictures please. All photos become property of The Forum and will not be returned. Copyrighted photos must be accompanied by a photographer's release. Submitting the photo and an entry form serves as a release for The Forum to use the pet's name and photo in connection with promotion of the Contest in The Forum, on its web site and in the Pet Calendar.

4. **Voting Procedures and Winner Selection.** Voting for your favorite pet will be held in Three Rounds to begin anytime once your pet is uploaded to the voting site and end at 5:00 p.m. (Central Time) on Thursday, October 20, 2011. To vote, go to www.theforumNIE.com and submit a vote with a suggested \$.25 cent donation with each vote. (A \$5.00 online donation counts as 20 votes.) There is no limit on donation amounts. **All donations submitted by check must be made payable to The Forum NIE.** All donations support the Newspaper in Education program of The Forum, which provides newspapers in the classroom for teachers and students to use in a structured educational program. **Online voting is limited to persons 13 years and older.** No refunds of donations will be provided. You can vote without making a donation by submitting an original ballot in-person. One free vote per form ballot. Only one form ballot per person, per day will be accepted. Original voting ballots will be available at The Forum front desk located at 101 5th St North, Fargo, ND 58107 during normal business hours. Forum employees and it's affiliates are not allowed to vote in the contest.

Elimination Rounds. The voting period will consist of three (3) rounds. Contestants with the lowest votes in each round will be eliminated from the contest. The contestants with the highest votes will continue to the next round. All votes must be submitted within the date and times list below. All times are Central Standard Time.

Round One: Round One will commence on July 31, 2011 and end at 5:00 p.m. on September 15, 2011. The top 50 pets receiving the most votes will advance to Round Two. Round One winners will be announced on-line on September 16, 2011. The 50 pets with the highest number of eligible votes will advance to Round Two.

Round Two: Round Two will commence on September 16, 2011 and end at 5:00 p.m. on October 3, 2011. The top 25 pets receiving the most votes during Round Two will advance to Round Three. Round Two winners will be announced on-line on October 4. The 25 pets with the highest number of eligible votes will advance to Round Three.

Round Three: Round Three will commence on October 4, 2011 and end at 5:00 p.m. on October 20, 2011. The entry with the highest number of eligible votes in this Round will be the Grand Prize Winner. Grand Prize Winner and 11 runners up will be announced in the 2012 Pet Calendar that can be found in The Forum on December 18, 2011.

5. Prizes and Odds. One (1) Grand Prize winner will receive a prize package containing various pet items/certificates (ARV \$1,000.00) and be featured on the cover of the 2012 Pet Photo Calendar and in one of the months of the calendar. Eleven (11) runners up will each be featured on a calendar page. Odds of winning depend on the number of eligible entries and votes received.

6. Winner Notification and Acceptance. Winners will be notified on or about October 26, 2011 via U.S. Mail with the address provided on the entry form. Failure to reach the winner by mail, phone or e-mail and/or failure to claim prize may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. To claim prize, winner must personally visit The Forum at 101 5th Street North, Fargo, ND during normal business hours. A valid photo identification may be required. Winner may waive his/her right to receive the prizes. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and The Forum NIE reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes.

Winners may be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned as instructed by The Forum NIE. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation to the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of The Forum NIE.

7. Participation. By participating, entrants agree to be bound by these Official Rules and the decisions of The Forum NIE. The Forum NIE reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this contest as solely determined by Sponsor. In the event the contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of The Forum NIE which corrupts or impairs the administration, security, fairness or proper operation of the contest, The Forum NIE reserves the right, in its sole discretion, to suspend, modify or terminate the The Forum NIE Pet Calendar Contest. Should the Contest be terminated prior to the stated expiration date, The Forum NIE reserves the right to award prizes based on the entries received before the termination date. The Forum NIE will not be responsible for incomplete, lost, late, misdirected or illegible entries (either photos or ballots) or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or The Forum NIE. In the event of a dispute, all

online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. All entries become property of The Forum NIE and none will be returned. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by The Forum NIE in its sole discretion, and The Forum NIE reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the contest.

8. Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

9. The Forum. The "Forum NIE Pet Calendar Contest" is sponsored by The Forum Newspapers in Education Department. (a 501(c)(3) non-profit organization), and donations collected are for the benefit of The Forum's Newspaper in Education program (NIE). A portion of the proceeds will also go to the FM Humane Society. The decisions of The Forum NIE regarding the selection of winners and all other aspects of the contest shall be final and binding in all respects. The Forum NIE will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the contest. For a copy of these Official Rules or a list of winners (available after December 18, 2011) send a self-addressed, stamped envelope to "NIE/Pet Calendar Winners List/Official Rules" (as applicable), The Forum NIE, PO Box 2020, Fargo, ND 58107 or visit www.theforumNIE.com. If you have any questions regarding this contest, please contact Kerri Kava at 701.241.5566 or e-mail nie@forumcomm.com