

# PUBLICATION SPECIFICATIONS

## MECHANICAL REQUIREMENTS

### PRINTED ADVERTISEMENT SIZES

AD SIZE	LIVE AREA w x h	BLEED w x h	TRIM w x h
2 Page Spread	15.25" x 10.25"	16" x 11"	15.75" x 10.75"
Full Page	7" x 10"	8.125" x 11"	7.875" x 10.75"
2/3 Vertical	-	-	4.5625" x 10"
1/2 Island	-	-	4.5625" x 7.5"
1/2 Vertical	-	-	3.375" x 10"
1/2 Horizontal	-	-	7" x 4.875"
1/3 Vertical	-	-	2.1875" x 10"
1/3 Square	-	-	4.5625" x 4.875"
1/4 Vertical	-	-	3.375" x 4.875"

Printing specifications: Offset, both body and covers.

### CLASSIFIED AD SIZES

CLASSIFIED SIZE	w x h
Full Page	7" x 10"
1/2 Horizontal	7" x 4"
1/3 Square	4.5625" x 4.875"
1/4 Vertical	3.375" x 4.875"
1/6 Vertical	2.1875" x 4.875"

## TERMS AND CONDITIONS

### DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: <http://addesk.bobit.com> - Click on the Information & Help tab and then select the associated brand(s) listing. All ad materials and production questions can be addressed to:

### DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION)

Please contact associated brand(s)' Operation Manager for AdPortal information to upload your ad.

### DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION)

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

### CLASSIFIED AD RATES

Additional rate discounts available based on ad size. Payment required in advance of publication, non-commissionable. VISA, MC and AMEX are accepted.

Display sizes and rates are not applicable in the classified pages of the magazine.

### STANDING MATERIALS

Ad material will be retained in storage for 12 months following use and then destroyed unless instructed otherwise by the advertiser or agency.

### GENERAL

- Media company reserves the right to reject any advertising that, in the sole discretion of the media company, does not conform to company standards. Media company reserves the right to place the word "advertisement" or "sponsored" on copy that, in its opinion, closely resembles editorial matter.

- Marketers will be short-rated if, within a 12-month period from the date its media schedule begins, they do not fulfill all placements upon which their billings have been based.

- Unless agreed to by the media company, the client will be billed for each item as scheduled on the contract if it has been deemed the client did not fulfill its obligations in the agreed upon timeframe.

- Media company is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein.

- Only written instructions including those on contracts and insertion orders, agreed to in writing by the media company, are binding.

### CANCELLATIONS

- The media company may (at its sole discretion) change the date, suspend, or cancel an order at any time for any reason without incurring any liability to the Marketer.

- If the Marketer wishes to cancel an Order, it shall notify the appropriate production manager for the media company in writing in the timeframe listed below or otherwise be required to pay the media company in full for the cancelled placements:

- DIGITAL PLACEMENTS: 30 days before the scheduled run begins;

- E-MAIL AND SOCIAL PLACEMENTS: 15 days prior to scheduled deployment/launch;

- PRINT PLACEMENTS: 5 days prior to the specified "ad close date"

- The media company shall be under no obligation to reimburse all or part of such charges, even in the event that the media company resells the cancelled advertising space after such cancellation by the marketer.

- If you cancel your Order as a result of a change made by the media company, you will not incur a cancellation fee.

### POSITIONING REQUESTS

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

### PUBLISHER'S LIABILITY:

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

### SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

### INVOICES, CREDIT & CONDITIONS

- ORDERS LESS THAN \$5,000

- Must be pre-paid by credit card

- ORDERS GREATER THAN OR EQUAL TO \$5,000

- Invoices are NET 30 DAYS on approved credit for all services, payable in US Dollars

\* EXCEPTION(s):

- ReadyQuote: Invoices are PRE-BILLED, NET 10 DAYS.

- Marketers and agencies new to the media company may be required to prepay their first insertion and submit a credit application.

- Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.