

GENERAL TERMS AND CONDITIONS

1. Commissions:

Agency commission is 15%. Invoices are billed gross, less agency commission. *No charge for bleed.*

2. Circulation:

ABC-audited. Individual subscription copies only. There is no newsstand delivery, or distribution of bulk discounted 'public place' copies into some public lobbies of hospitals, doctor's and dentist offices, hair salons or spas. Ads may not also appear in subscriber objected scented copies, cover wrapped or polybag promotions. Ads may not appear in new or lapsed renewals of subscriber copies. New subscriptions may take 6-8 weeks for ads to appear. There is a 5% circulation margin.

3. Space Reservation and Material Close:

Space reservation by the 1st of the month materials due by the 15th of the month (ie: February 1st for space reservation for the May issue (on-sale April) with materials due February 15th).

4. Credit Approval:

All new advertisers and advertising agencies require the appropriate credit clearance by the AD•INK credit department before first insertion. Completed credit application required with space reservation. It may be necessary to provide payment-in-advance of advertising to establish a credit history dependent on timing of insertion.

5. Invoices:

Invoices are issued on the first of the month prior to cover date (billing date). Advertising appearing in the June 2012 issues (on-sale in month of May), for example, will be billed 5/01/12. Two tearsheets of the ad will accompany the invoice. Standard terms - invoice due date is thirty (30) days from the billing date, payable to AD•INK, subject to credit approval. AD•INK reserves the right to forfeit agency commission on delinquent invoices.

6. Checking Copies:

Two (2) magazine checking copies of each issue will be shipped for arrival to assigned parties by the early part of the month of cover date. For example, checking copies for June issues with ads delivered in May will arrive early June.

7. Finance Charges:

AD•INK will assess a finance charge for payments delayed over sixty (60) days at the rate of one and one-half percent (1½%) per month (18% annualized) on the balance due or the maximum legal rate from due date allowed by law. Finance charges are calculated 61 days from invoice due date.

8. Internet Reader Service:

Advertisers will be posted on reader service website: www.adinkvillage.com at no charge. Contact your sales representative or the Stamford, CT office regarding space availabilities of adinkvillage print ads running in local markets.

9. Copy Clearance:

All ad copy are cleared through individual publishers and AD•INK's legal department prior to publication. Publishers reserve the right to approve and reject all ads, copy and categories. AD•INK adheres to all ASME (American Society of Magazines Editors) guidelines.

10. Positioning:

AD•INK does not guarantee ad positioning. Magazine insert appears in run-of-book to the publisher's production requirements for regional advertising.

11. Rates:

Rates and discounts are effective February 2012 issues based on the calendar year from month of first insertion. Rates may be changed with sixty (60) days' notice. PMS spot color and five-color rates available. All rates based on process colors.

12. Contract and Copy Regulations:

AD•INK reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. AD•INK will not extend credit for advertising orders, contracts, or space reservations that claim sequential liability. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such an advertisement. AD•INK assumes no responsibility for insertion of incorrect key numbers or advertisements.

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Kiplinger's



Popular Mechanics

