# AVIONICS

NEXTGEN, CONNECTIVITY AND TECHNICAL AVIATION INTELLIGENCE

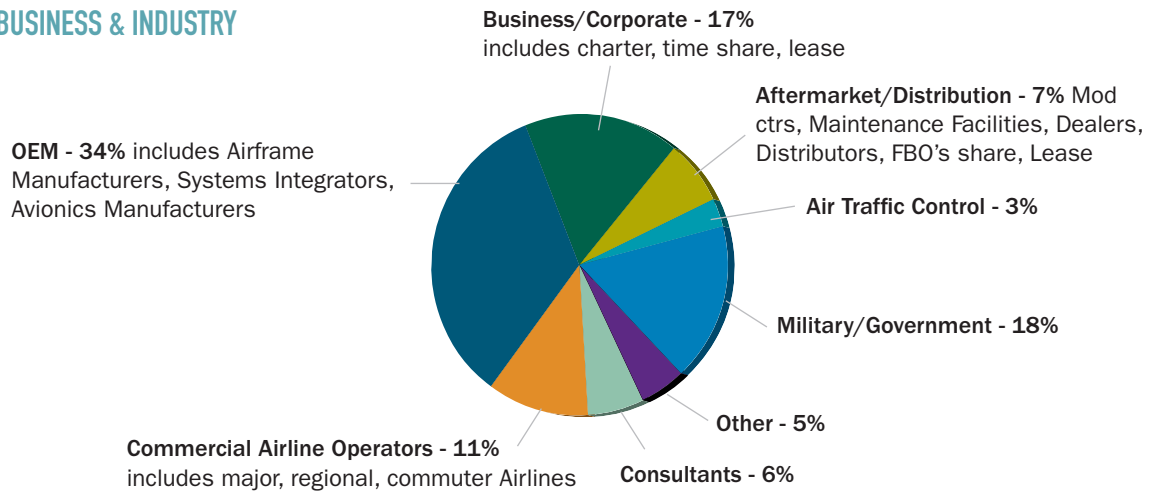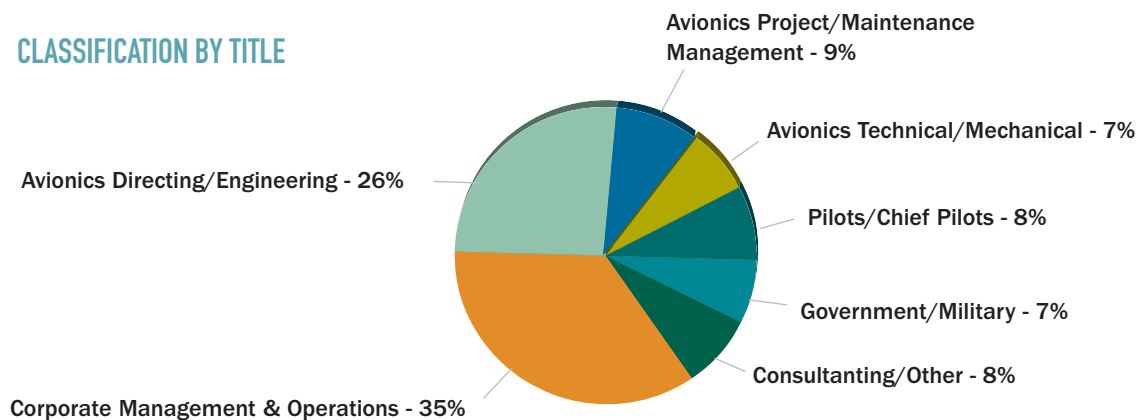## MEDIA KIT | 2018

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*Avionics* is the leading source for global aviation technology intelligence, covering the latest developments with the connected aircraft, NextGen, avionics innovation and global air traffic management modernization. More than a magazine, this is the platform for in-depth analysis on the global aircraft electronics market, used by top avionics executives, engineers, pilots and professionals throughout the value chain. All this is backed by a Qualified Circulation of 27,055.

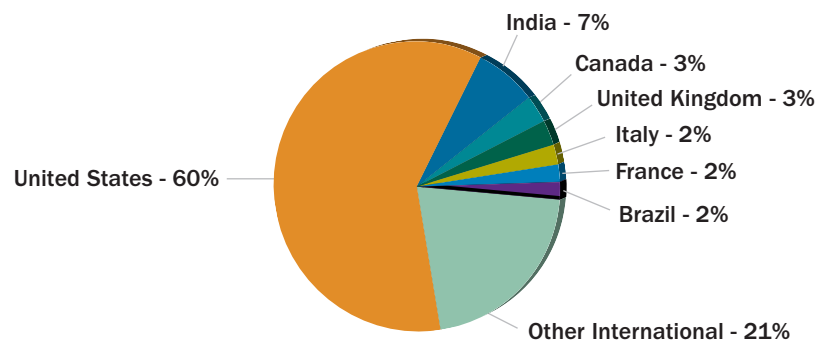## *Avionics* Magazine Subscriber Profile

### BUSINESS & INDUSTRY

**Business/Corporate - 17%**
includes charter, time share, lease

**Aftermarket/Distribution - 7%** Mod ctrs, Maintenance Facilities, Dealers, Distributors, FBO's share, Lease

**OEM - 34%** includes Airframe Manufacturers, Systems Integrators, Avionics Manufacturers

**Air Traffic Control - 3%**

**Military/Government - 18%**

**Other - 5%**

**Commercial Airline Operators - 11%**
includes major, regional, commuter Airlines

**Consultants - 6%**

### CLASSIFICATION BY TITLE

**Avionics Project/Maintenance Management - 9%**

**Avionics Technical/Mechanical - 7%**

**Avionics Directing/Engineering - 26%**

**Pilots/Chief Pilots - 8%**

**Government/Military - 7%**

**Consultanting/Other - 8%**

**Corporate Management & Operations - 35%**

### GEOGRAPHY

**India - 7%**

**Canada - 3%**

**United Kingdom - 3%**

**Italy - 2%**

**France - 2%**

**United States - 60%**

**Brazil - 2%**

**Other International - 21%**

Avionics is part of Access Intelligence. Under this umbrella, Avionics has access to the database for all these unique brands!

# AVIONICS
NEXTGEN, CONNECTIVITY AND TECHNICAL AVIATION INTELLIGENCE

**Creating customized solutions tailored to your individual goals:**

**Deliver measureable audiences to build brand awareness, generate sales leads, and establish thought leadership both online and at in-person events.**

## BRAND AWARENESS:

- Print Advertising
- Native Advertising
- Digital Display
- E-letter advertising
- Sponsored videos
- Industry Conference Sponsorships
- Social Media
- Interactive Features

## LEAD GENERATION:

- Sponsored Webinars
- Targeted Emails
- White Papers / Case Studies
- Partner Content
- Live Events
- Industry Reports
- Content Syndication
- Behavioral Targeting
- Lead Nurture

## THOUGHT LEADERSHIP:

- Industry Reports
- Interactive Features
- Sponsored Webinars
- Sponsored Podcasts
- Speaking Opportunity at ANG
- Custom Content Creation
- Video Insight
- Round Table Events
- Lunch-N-Learns Events
- Technology Breakfasts

## LIVE EVENTS:

- Avionics for NextGen Conference
- Global Connected Aircraft Summit
- Sponsored Webinar
- Cybersat
- Technology Breakfast at Key Trade Shows
- Round Table Events
- Lunch-N-Learns Event

# *AVIONICS* EDITORIAL CALENDAR 2018

| | FEBRUARY / MARCH | APRIL / MAY |
|---|---|---|
| **TOPICS** | • Feature: "The State of Aviation Surveillance in Our World"<br>• Upgrade Central: Satcom<br>• End User Tech Profile<br>• Regional Case Study: Thailand | • Feature: Airplane Embedded Modularity<br>  » New EFB Apps/Tech<br>  » Using ATG for cockpit connectivity<br>• Upgrade Centrals: Wire & Cable, interconnect tech, aircraft information servers<br>• Avionics Maintenance/Testing Tech |
| **BONUS DISTRIBUTION** | Heli-Expo 2018, Feb 27-Mar 1, Las Vegas, NV<br>World ATM Conference, Mar 6-8, Madrid, Spain<br>SATELLITE 2018, Mar 12-15, Washington, DC<br>AEA 2018, Mar 26-29, Las Vegas, NV<br>SeaAir Space Expo'18, Apr 9-11, National Harbor, MD<br>Aircraft Interiors Expo 2018, Apr 10-12, Hamburg, Germany<br>ABACE 2018, Apr 17-19, Shanghai, China | Xponential 2018, May 1-3, Denver, CO<br>AMC/AEEC 2018, May 8-11, Dallas, TX<br>EBACE 2018, May 29-31, Geneva, Switzerland |
| **AD CLOSE** | 1/18/2018 | 3/21/2018 |
| **MATERIALS DUE** | 1/24/2018 | 3/28/2018 |

| | JUNE / JULY | AUGUST / SEPTEMBER |
|---|---|---|
| **TOPICS** | • Feature: 2020s Avionics<br>  » New airframe designs<br>  » Supersonic air travel and avionics<br>• Upgrade Centrals: ADS-B In for portables<br>• Regional Focus on India | • Feature: Current Status of Aviation Internet Protocol in Our World<br>• Upgrade Central: Cabin Connectivity<br>• Predictive Data Analytics |
| **BONUS DISTRIBUTION** | Global Connected Aircraft, Jun 4-6, San Diego, CA<br>EFB Users Forum 2018, Jun 13-15, Vienna, Austria<br>Aviation Electronics Europe, Jun 19-20, Munich, Germany<br>Farnborough Air Show 2018, Jul 16-22, London, UK<br>EAA Airventures, Jul 24-30, Oshkosh, WI | Future Tracel Experience 2018, Sep 6-8, Las Vegas, NV<br>APEX Expo 2018, Sep 24-27, Boston, MA |
| **AD CLOSE** | 4/24/2018 | 7/24/2018 |
| **MATERIALS DUE** | 5/1/2018 | 7/31/2018 |

| | OCTOBER / NOVEMBER | DECEMBER / JANUARY |
|---|---|---|
| **TOPICS** | • Feature: Business Jet Aftermarket Upgrades Case Study<br>• Upgrade Central: ADS-B<br>• Software Portability, Military Focus<br>• Cyber Security | • Feature: Artificial Intelligence in Airplanes<br>• Upgrade Central: Test Equipment<br>• Avionics Maintenance: Military Focus |
| **BONUS DISTRIBUTION** | NBAA 2018, Oct 16-18, Orlando, FL<br>Avionics NextGen 2018, Nov 14-16, Washington, DC | |
| **AD CLOSE** | 8/28/2018 | 11/26/2018 |
| **MATERIALS DUE** | 9/7/2018 | 12/3/2018 |

## Exponentially Expand Your Market Presence Pre-show, During Show and Post-Show Surrounding Trade Shows/Events

### IF THESE ARE YOUR GOALS FOR TRADE SHOWS, WE CAN HELP!

▶ More face-to-face time with attendees

▶ Promote new & innovative products

▶ Generate more qualified leads

### PROMOTE YOUR COMPANY AT:

ABACE

AEA

Aircraft Interiors

AMC/AEEC

APEX

ATCA

Avionics for NextGen

CyberSat-Security

EBACE

Global Connected Aircraft Summit

NBAA

### SOLUTIONS

We have created custom technology solutions to help maximize your presence at your industry events pre-show, during the show, and post-show

## VIDEO INTERVIEW SPONSORSHIP

▶ Professional film crew to do one-on-one sponsored video interviews at event along with a professional interviewee to conduct the interviews.

▶ You provide 4-5 questions for the professional interviewee that will help you convey your message to our qualified audience.

▶ Video interviews will be promoted via post-event newsletter.

You will receive

▶ Edited video file to re-use for your other sales/marketing initiatives.

▶ Hosted on Avionics and Rotor & Wing for 1 year

*Only 6 Interview Sponsorships Available. First Come First Serve*

## E-VITE DEDICATED EMAIL

▶ Invite attendees to stop by your booth and help drive appointments with a targeted email pre-show, or follow up on big announcements with post-show e-blasts

## PODCAST SPONSORSHIP

▶ Will take place at event. Q&A format or customization available

▶ Promoted post event via dedicated emails

▶ Hosted on Avionics and R&WI for 1 year

▶ Sponsor will receive audio file

## Learn how a partnership with *Avionics* can help your event!

# AEEC/AMC POCKET GUIDE

Join us in Atlanta, Georgia, at the co-located AMC Open Forum and the AEEC General Session April 25-28!

The AMC Forum brings together avionics supervisors, directors and managers from the world's largest airlines to meet their counterparts on the supplier side to resolve common problems, discuss proprietary issues and make future plans.

At the AEEC General Session, aviation engineers and scientists discuss standards and technical solutions for avionics systems on board the aircraft.

All together, these events draw hundreds of the global avionics industry's top executives and decision makers.

*Avionics Magazine* is visible throughout both events — publishing the exclusive conference guide for the meetings and providing multimedia coverage at the event, including a video blog on the web and a conference wrap-up in the magazine.

**Ad Space Close:** ▶ 3/28
**Ad Materials Due:** ▶ 4/5

## ASK HOW WE CAN CREATE A POCKET GUIDE FOR YOUR EVENT!

# EFB USERS FORUM:

Avionics in partnership with the EFB Users Forum is pleased to offer a special supplement to the August/September issue which will allow you to get your important marketing message out along with the solution, technology and service you provide.

As a participant in the EFB Users Forum, you will receive a discount on your advertising package.

In addition to being included within Avionics, these special supplements will be distributed at the EFB Users Forum events around the world and bonus distribution at the Avionics for NextGen event in November expanding the reach of your important message.
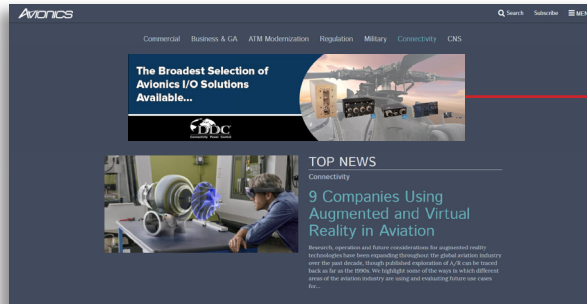
The EFB Users Forum is a joint activity of the Airlines Electronic Engineering Committee (AEEC) and the International Air Transport Association (IATA). More information is available at - www.aviation-ia.com/aeec/projects/efb_users_forum/index.html

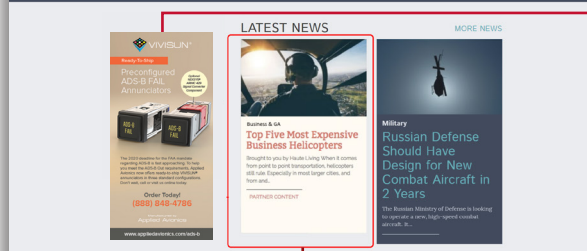# OVER 100,000 UNIQUE PAGE VIEWS PER MONTH!
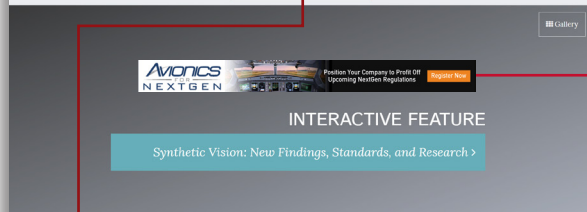


**Billboard:** 970x250
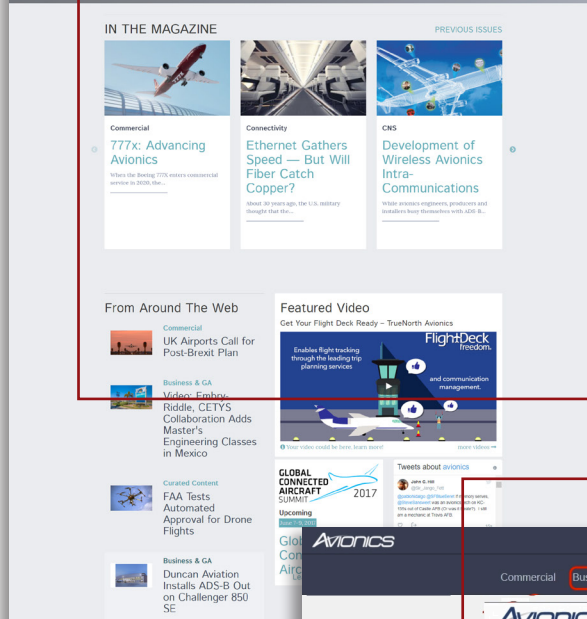
**Half Banner:** 300x600
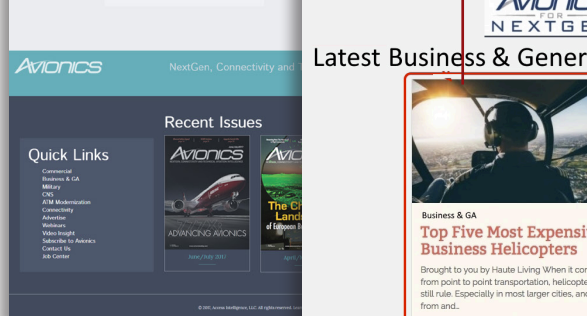
**Large Leaderboard:** 970x90

## WHAT IS NATIVE ADVERTISING?

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.
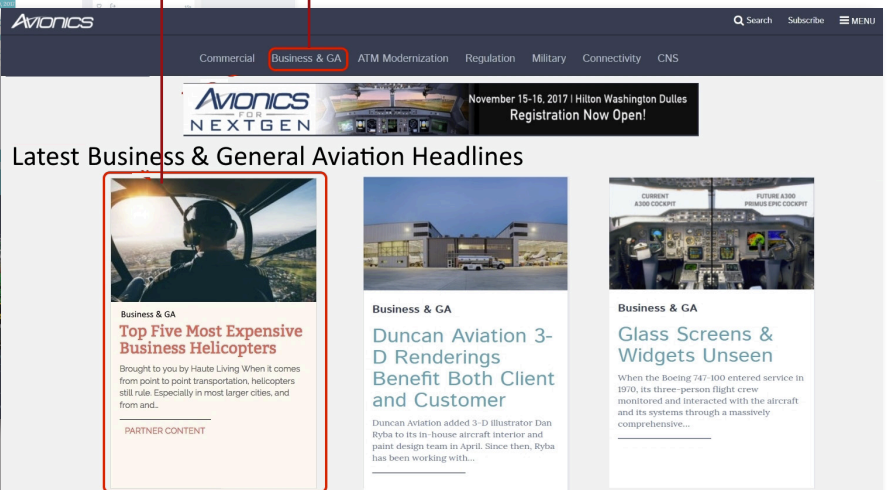
Drive Thought Leadership and Awareness via Home Page or Topic Page

### HOME PAGE EXPOSURE

### TOPIC PAGE EXPOSURE

## SHOWCASE YOUR END-TO-END SOLUTION WITH A ONE-HOUR WEBINAR!

### ESTABLISH THOUGH LEADERSHIP:

Avionics will create a 7 week integrated markting campaign promoting your webinar to our audience of over 55,000 aerospace professionals. Campaign will include print ads, banners on website/e-letters, and weekly email efforts, along with post-webinar editorial coverage. Sponsors can probide marketing media to the following issue as well.

### DRIVE LEAD GENERATION:

Each webinar registrant's full contact information is then added to a list and provided to the sponsoring company – a fresh group of sales prospects interested in your solution!

### UTILIZE A LEAD NURTURE PROGRAM TO MAXIMIZE YOUR LEADS

This two month program will establish you as thought leaders on your specific end-to-end solution while driving qualified leads.

### INTERACTIVE FEATURES:

Avionics Interactive Digital Features offer an enhanced reading experience, complete with striking images and an innovative new 'endless scroll' format.

Establish your company as a thought leader on a particular subject with our Marquee product, a dazzling piece of content created by our editorial staff with your company logo, image and banner within the article.

Your article will be featured on the Avionics website via home page and promoted for a month via email and social media channels.

There are two platforms to choose from where you can sponsor an upcoming Avionics article, or we can take your content and rop it into our Interactive Feature format.

Marquee is our standard interactive feature which includes company logo, image and banner within the article.

Cascade is a more customized version allowing flexibility and input for design images, video, etc.

Talking about it does not do the Avionics Interactive Feature justice, click the link below to see for yourself – **http://interactive.avionicstoday.com/synthetic-vision-new-findings-standards-and-research/**

## Thought Leadership • Awareness • Lead Generation

By sponsoring a custom Industry Report Program Avionics partner can further their position in the market as a thought leader, educate potential customers, and generate qualified leads that include full contact details.

The Industry Report program is anchored by a detailed 6-8 page research report, and a separate executive summary. The report contains fundamental analysis of the topic area, background, recommendations, challenges and key trends.

## RESEARCH DEVELOPMENT:

▶ A dedicated project manager will oversee all aspects of the Industry Report project, and will serve as a single point of contact for the partner.

▶ The project manager will set up a kick-off meeting to review project goals, establish program timeline, and communicate the marketing plan to the partner.

▶ Avionics researchers will complete the writing and literature review as directed and agreed upon in the project timeline.

▶ Development of the executive brief takes approximately 30-45 days.

## MARKETING AND DISTRIBUTION:

▶ A customized partner page on the Avionics website will house the brief, providing users with the Industry Report title, description, a list of thought leaders who contributed to the report, and a link to download the report. The report will be gated and leads are collected for six (6) months after initial publication.

▶ The report will be hosted in the Avionics Download Center and the white paper section on the home page.

▶ Two (2) dedicated HTML email campaigns promoting report will be sent to the Avionics database of 50,000 qualified subscribers.

▶ One (1) 300 x 250 advertisement promoting the report will be included in the Avionics weekly newsletter, distributed to 50,000 qualified subscribers.

## DELIVERABLES FOR AVIONICS PARTNER:

▶ As the sponsor, Avionics partner will receive full contact details for all individuals that download the report.

▶ Avionics partner will receive an unlimited, royalty-free license to distribute the report through its own marketing efforts, including but not limited to sales engagements, promotional programs, and on the partner's website.

# CONTENT SYNDICATION



**Our Content Syndication programs include an integrated marketing plan to ensure your content gets high exposure.**

**Your content will be in front of an engaged and loyal audience of industry professionals.**

## TRAFFIC-DRIVING MARKETING PLAN

▶ Dedicated promotional emails

▶ Online banner ads

▶ e-Newsletter banner ads

## DEDICATED REGISTRATION PAGE

▶ First and last name

▶ Title and company

▶ Address, city, state, zip

▶ Phone and Email

▶ Title and worksite demographics

## DOWNLOAD DELIVERY

▶ Delivery of downloads includes all names, excluding vendors and students

▶ Additional filtering will incur fees. Contact your area sales manager for filter fees.

▶ Standard programs run for 90 days or until registrant count is met.

▶ Avionics reserves the right to reject content after a contract is signed. Content must be educational in nature.

▶ 50 downloads

## LYTICS

Lytics is a powerful behavioral and target marketing platform leveraging the reach of our audience and your important message. Lytics allows you to increase the efficiency and effectiveness of your marketing campaign by targeting a highly engaged audience through web messaging, email, and social media.

## How does Lytics work?

It works based on the behavior of our audience, whether it's in print, online, or our face to face events. We have an extensive database for which we're tracking audience behavior and now you can target market based on your objectives reaching those who are most likely to buy.

## What's the difference between Lytics and traditional advertising?

Traditional advertising uses the broad shotgun approach in print, banner and email whereas Lytics allows us to identify who is interested in your product or service based on interaction with your message and campaign. Additionally we can hone in on specific company names or even specific individuals with your targeted message.

**Last but not least**, we provide you with all of the necessary campaign metrics and supporting data showing ROI.

Whether its thought leadership, branding or lead generation, Lytics can offer the solution of getting your important message to our audience in a very targeted manor. Here are just a few basic examples of how Lytics can work for you:

One month comprehensive campaigns...

### Website Channel Campaign:

This offering allows you to have a banner ad appear on a specific channel of our site targeting users reading specific topical content.

- ▶ Banner on selected channel of site for one month
- ▶ Includes dedicated advertiser landing page hosted by publisher for one month
- ▶ One email deployment to users who have read content in this category in the past three months with links redirecting to dedicated landing page
- ▶ Email recipients who open the email deployment and click back to the website will be targeted with a web banner for one month
- ▶ Users engaging on landing page clicking on links will receive a trigger email within the week

### Daily News Feed Campaign

Advertiser banner or text ad will appear in our daily e-letter every day for one month.

- ▶ Banner or text ad on daily e-letter for one month
- ▶ Includes dedicated advertiser landing page hosted by publisher for one month
- ▶ One email deployment to email recipients who have opened the daily e-letter in the past month with links redirecting to dedicated landing page
- ▶ Users engaging on landing page and clicking on links will receive a trigger email within the week

### Target Company Campaign

Provide us with the top 10 companies you wish to target market to and we'll match with our database. We'll email market to them and target them with banners on out site.

- ▶ Banner served to anyone visiting our site from targeted companies
- ▶ Includes dedicated advertiser landing page hosted by publisher for one month
- ▶ One email deployment to matched email addresses from targeted companies with links redirecting to dedicated landing page
- ▶ Email recipients who open the email deployment will receive a trigger email within the week
- ▶ Users engaging on landing page clicking on links will receive a trigger email within the week

### Lytics Extend

Extend the period and reach of your campaign to three months and receive a 15% discount. You can also mix and match from the above offerings to maximize marketing channels and messaging. With this campaign you will receive weekly lead analysis and engagement reports.

The industry's most trusted daily source for the latest in global aviation electronics news. The Avionics editorial team compiles the most important stories our audience needs to be aware of in this e-letter and deploys first thing in the morning. Position your message in this e-letter to reach our audience of 75,000 aerospace professionals as they catch up on the latest news!

Circulation: 75,000

Delivered: 6x per week

## AVIONICS PRODUCT SPOTLIGHT E-LETTER:

Solely dedicated to your product announcements. This lead-generating tool is delivered to 25,000+ qualified Avionics readers and gives you the perfect opportunity to highlight your company's latest products and technologies.

Upon delivery, you will be provided with a full report detailing the audience engagement with e-letter, including full contact information.

Issue Dates:    1/12, 2/9, 3/1, 4/13, 5/11, 6/8, 7/13, 8/10, 9/14, 10/12, 11/9, 12/4

## CUSTOM EMAIL BLAST

We've made it easy to get your message and brand in front of Avionics's opt-in and qualified readership. Simply create your message, put it in an HTML template and send it to our production team. Your email deployment will come directly from Avionics, tying your organization's message with a credible, independent and respected information source in the industry. We offer custom email blast opportunities to fit your needs and budget.

# AVIONICS INSIGHT
## VIDEO PROGRAM

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video that you worked so hard on? Well, we have just the program for you! The Avionics Insight Video Program takes your content and leverages our reach in the industry to give you a positive return on your video investment.

The Avionics Insight Video Program places your video in front of the global Avionics market through a variety of methods including weekly and monthly promotion in Avionics's e-newsletters.



**Featured Video**
Get Your Flight Deck Ready – TrueNorth Avionics

Enables flight tracking through the leading trip planning services

FlightDeck freedom.

and communication management.

ⓘ Your video could be here, learn more!          more videos →

- How-to Videos
- Product Demonstrations
- Training
- New Product Launch
- Company Profiles

*Recommended video length: 2-3 minutes*

## SILVER PACKAGE

▶ Video hosted on home page of our site in Avionics Insight Video section for one month
▶ Video hosted on Avionics Insight Video landing page on our site for one year
▶ SEO benefits of video being featured on Avionicstoday.com
▶ Dedicated exclusive landing page for video
▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for two weeks

## GOLD PACKAGE

▶ Video placement in high-value top ad position for 10,000 impressions
▶ Video hosted on home page in Avionics Insight Video section for one month
▶ Video hosted on Avionics Insight Video landing page for one year
▶ SEO benefits of video being featured on Avionicstoday.com
▶ Dedicated exclusive landing page for video
▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for three weeks

## PLATINUM PACKAGE

▶ Targeted exclusive e-mail blast to 5,000 emails promoting video
▶ Dedicated exclusive landing page for video
▶ Video placement in high-value top ad position on our site for 15,000 impressions
▶ Video hosted on home page of our site in Avionics Insight Video section for one month
▶ Video hosted on Avionics Insight Video landing page on our site for one year
▶ Promotion on Avionics social media channels—Facebook, Twitter and LinkedIn
▶ SEO benefits of video being featured on Avionicstoday.com
▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for four weeks

# LET US CREATE A CUSTOM SOLUTION FOR YOU.



We understand our audiences' pain points, information needs and industry challenges. Therefore, we know how to build **content that will engage and inform.**

## CUSTOM SERVICES

▶ Writing Services

▶ Design

▶ Video

▶ Custom Events

▶ Research & Surveys

## ADVERTISING SPECIFICATIONS

### FILE FORMATS

- PDF high resolution/Press or Print Optimized (300 dpi minimum)
- TIFF high resolution (300 dpi minimum)

### GUIDELINES

- Set up documents to final size for output (For bleed ads, files should be set up for the bleed size of the magazine with crop marks set at the trim size. For non-bleed ads, set the file and crop marks to the actual ad size)
- If using Adobe Illustrator to creat ad, save as a PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics
- Do not compress linked graphics files when preparing final PDF or TIFF
- All files must be converted to CMYK (not RGB or include any Spot Colors)
- All photos and art must be a minimum 300 dpi resolution——don't include low res images in hi-res PDFs or TIFFs
- Trapping must be completed prior to creating final files: 0.20 pt. value and overprint black
- Send materials thru email or FTP upload— contact Production Manager for instructions

## PRINT MAGAZINE AD SIZES

| | Width x Depth Inches | Width x Depth Metric |
|---|---|---|
| Magazine Trim Size | 7.875" x 10.750" | 200mm x 273mm |
| Full Page w/bleed | 8.125" x 11.000" | 206mm x 279mm |
| (Live Area) | 7.000" x 10.000" | 178mm x 254mm |
| 2/3-Page (Vertical) | 4.500" x 9.500" | 114mm x 241mm |
| 1/2 Page (Island) | 4.500" x 7.500" | 114mm x 191mm |
| (Horizontal) | 7.000" x 4.750" | 178mm x 121mm |
| 1/3 Page (Vertical) | 2.125" x 9.500" | 54mm x 241mm |
| (Square) | 4.500" x 4.750" | 114mm x 121mm |
| 1/4 Page (Vertical) | 3.375" x 4.750" | 86mm x 121mm |
| 1/4 Page (Horizontal) | 7.000" x 2.250" | 178mm x 57mm |
| 2 Page Spread | 15.750" x 10.750" | 400mm x 273mm |
| w/bleed | 16.000" x 11.000" | 406mm x 279mm |
| (Live Area) | 15.000" x 10.000" | 381mm x 254mm |

*Live Area—keep all text and important graphics within this area*

## SCHEMATICS



2/3 Page Vertical · 1/2 Page Island · 1/2 Page Horizontal · 1/3 Page Vertical · 1/3 Page Square · 1/4 Page Vertical
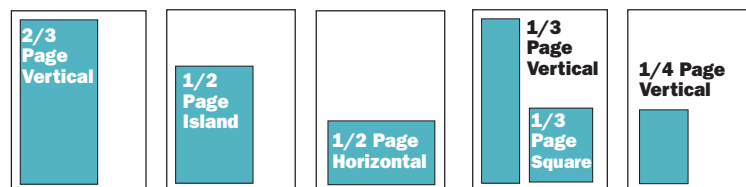
## DIGITAL EDITION AD SIZES

| Width x Depth in Pixels | Print issue Equivalent | Mobile Ad Sizes |
|---|---|---|
| 970 x 600 px | full page ad | 320 x 600 px |
| 600 x 300 px | 1/2 page ad | 320 x 480 px |
| 300 x 250 px | 1/3 page ad | |
| 180 x 150 px | 1/4 page ad | |
| Above TOC 600 x 160 px | cover 4 | 320 x 160 px |
| Under TOC 600 x 160 px | cover 2 | 320 x 160 px |
| Within TOC 300 x 250 px | | |

## FILE FORMATS

- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.



600 x 160 · 300 x 250 · 180 x 150 · 600 x 300
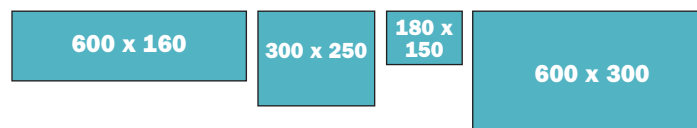
## ADDRESS FOR SENDING AD MATERIALS

ATTN: Tony Campana
Avionics Magazine
Access Intelligence, LLC
9211 Corporate Boulevard, 4th Floor

Rockville, MD 20850
Phone: +1-301-354-1689

Fax: +1-301-576-5945
Email: tcampana@accessintel.com

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### SUBMITTING MATERIALS

**E-MAIL MATERIALS:**
E-mail ads less than 12MB to
tcampana@accessintel.com

If more than 12MB contact the production
manager, Tony Campana, for upload
instructions at +1 301-354-1689 or
tcampana@accessintel.com

### ADDRESS FOR SENDING MATERIALS:

Avionics Magazine,

Access Intelligence, LLC

Attn: Tony Campana

9211 Corporate Blvd., 4th Floor

Rockville, MD 20850

# Terms & Conditions

## IN GENERAL

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the Aviation Today website as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

## ORDERS/DEADLINES/AD COPY

- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received.
- If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher.
- Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher cannot guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.

## LIABILITY LIMITATIONS

- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.

## PAYMENT TERMS

- Payment by Advertiser is due in full 30 days from invoice date. If not paid within 30 days, a late charge equal to the greater of $5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- When requested, Publisher will apply 15% commission discount to recognized agencies on space, color, premiums and inserts, provided the ad is supplied in the acceptable digital format, and only if Publisher has received full payment within 30 days of invoice date.