

2012

Print Advertising Insertion Order Form

Date _____ of _____ Order
 Name _____ of _____ Advertiser
 Address _____
 City _____ State _____ Zip _____
 Contact _____ Person _____
 Email _____
 Phone _____ Fax _____
 Website (link advertisement to this URL) _____
 Signature _____

Name _____ of _____ Agency
 Address _____
 City _____ State _____ Zip _____
 Contact _____ Person _____
 Email _____
 Phone _____ Fax _____
 Signature _____
 Sales Representative _____

Agreement

I understand that if I do not supply a SWOP certified color proof with color bars, stock, and press gain simulations, that Renew Media, LLC cannot guarantee a color match to the supplied proof and will print to my supplied file.

Accepted and agreed:

Signature _____

Date _____

Billing Information

Please send invoice to: Advertiser Agency

Net Rate \$ _____

(Ad design services not included, if applicable)

Ad Size

- Double Page Spread (4-color only)
- Full-Page Bleed
- Full Page
- 2/3 Page Vertical
- 1/2 Page Vertical
- 1/3 Page Square
- 1/3 Page
- 1/6 Page

Color

- 4-color
- Black & White

Advertising Materials

- New
- Pick-up (from _____ issue)
- Ad Design Services: An Art Director will contact you shortly.

To be inserted in the following issue(s):

Special Comments & Positioning Requests

Specifications

File Specifications:

- Ads must be in 4-color format (CMYK)
- Resolution must be 300 dpi

Acceptable File Formats:

- PDF
- TIFF
- JPEG

If any file format is used other than those indicated, a fee will be charged for additional work time. We cannot accept any PC-based formats or word processing documents, such as Microsoft Word.

Proof Requirements:

Regardless of transfer media, provide a digital color proof from a certified SWOP proofing system, with stock and press gain simulations.

Ad Delivery:

Email, FTP, YouSendIt.com is preferred. Please notify todd@toddt designs.com or mail artwork on DVD or CD to: todd t designs
116 E. Illinois, 6 West
Chicago, IL, 60654

Ad Design Services:

Ad design services are available for an additional cost.

Please contact todd t designs for pricing:

todd@toddt designs.com
or 312.755.0898.

Ad Sales Contact:

To place your ad or for additional information, please contact jamesm@reneweveryday.com phone 773.883.4474, or fax the order form to 773.883.9892.

Advertising Terms and Conditions

The following are certain terms and conditions governing advertising published in *Renew* magazine (the "Magazine"). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions.

- As used in this section titled "Terms and Conditions," the term "publisher" shall refer to Renew Media, LLC.
- All insertion orders are accepted subject to provision of our current rate card. Rates are subject to change upon written notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency rate or volume rate.
- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- Advertising space reservations are accepted in good faith by verbal or written notification. The absence of written notification following a verbal space reservation does not invalidate that space commitment.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
- Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond control of publisher affecting production or delivery in any manner.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the error.
- Publisher is not responsible for mistakes in production of ad copy not submitted in writing.
- Publisher shall have no liability for errors in key numbers, or advertiser's index.
- Conditions other than rates are subject to change by publisher without notice.
- No conditions other than those set forth here shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions hereto set forth.
- Cancellations must be received by the reservation closing date or advertiser will be held responsible for payment of space reserved.
- Renew Media, LLC believes that our readers are as important as you our advertisers. Therefore, we try to handle all reader's advertising complaints promptly and carefully. Your help in expediting this process if a situation occurs is appreciated. We believe readers will return to the magazine again and again and save their issues for future reference.