

materials/conditions

Furnished Materials

Production Contact Production Department
production@meetingsmedia.com
t. 415.788.2005 f. 415.788.1905

Printing Process Computer-to-plate; web offset printing; SWOP standards apply.

- **Maximum Screen** 200 lpi. (stochastic)

Acceptable File Formats (digital files only): Press-ready PDF/X-1a files (File must be exact size of reserved ad. If it is a reserved bleed ad then file must be set to bleed size with trim marks. All fonts and 300dpi images must be embedded.), QuarkXPress, Adobe Photoshop (EPS or Tiff. JPEG files will not be accepted). Adobe InDesign and Adobe Illustrator (please convert type to outlines). Pagemaker files are accepted only in EPS format with fonts and 300dpi images embedded. All other formats must be approved by the Production Department prior to receipt of materials.

- **Film** Film is no longer accepted. If you submitted previous artwork on film, you will need to make arrangements to send us the digital files for all subsequent insertions.
- **PC Users** If artwork was created in a PC environment, we highly recommend you do the following: 1) Send Press-Ready PDF file or 2) where applicable, convert all type to outlines and/or submit ad as an EPS or Tiff.

File Setup (independent of the software used) Document setup size must be equal to the actual size of the ad spaced booked. When building a bleed ad, see special notes below. If you have any questions, contact the Production Department for help on setting up your document.

Bleeds Document setup size must be equal to the bleed dimensions of the ad space booked, not the publication trim size. Use the live area dimensions and the trim size as your guides. If you have any questions, contact the Production Department for help on setting up your document.

Fonts Use Type 1, Mac PostScript fonts only. TrueType fonts are not accepted. If artwork was created in a PC environment, see above guidelines.

- **Convert to Paths** If artwork was created in an illustration program, we recommend converting all fonts to paths before submitting artwork.
- **Stylized Fonts vs. Menu Styles** Do not use menu styles in your software, always use the corresponding stylized font file to avoid any conflicts.

Images Right reading; portrait mode; placed at 100%; no rotations.

- **Resolution** 300 dpi
- **File Formats** TIFF (Image Compression: none; Byte Order: Macintosh) or EPS (save Encoding as Binary). JPEG files are not acceptable.

Colors Use CMYK colors only. RGB is not acceptable. Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

Trapping All elements in the document must be properly trapped. We do not provide digital trapping and cannot be responsible for undesirable results due to improper trapping.

Submissions We prefer electronic submissions via our FTP site. For instructions on how to access the site, visit our website at www.meetingsmedia.com/production or contact the Production Department. **Ads are not accepted via e-mail.**

Shipping Address Send materials to the Production Department (address right).

Media Mac formatted CD-ROM discs.

- **Labeling Requirements** Include the publication name, issue date, advertiser's name, and contact person (including telephone and e-mail address). For ads sent via FTP, please send an e-mail to the Production Department with the above information, including the name of the file(s) uploaded.

Proofs Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs. A digital proof must accompany all ad files uploaded to our FTP site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at www.swop.org.

Material Storage Zips, CD-ROM disks, slides, and other materials will not be returned unless otherwise requested. Publisher assumes no responsibility for materials not called for within 60 days after the date of publication, at which time, said material will be destroyed.

Production Charges

Advertising rates are based on receipt of finished, press-ready artwork. The Production Department will contact the responsible party if additional preparation of the files is required. Every effort will be made to contact the responsible party within a reasonable amount of time to re-submit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.

Reprints

Reprints are available upon request. Contact your advertising sales representative for rates and other information.

General Conditions

A. Advertisements are accepted upon the representation that the 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.

B. Positioning of advertisements is at the discretion of the publisher except where a request for a preferred position is acknowledged by publisher in writing.

C. Publisher shall have no liability for errors in key numbers.

D. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

E. Publisher shall have the right to hold advertiser and/or its agency jointly and separately liable for such monies as are due and payable to publisher for advertising that has been ordered and published.

F. No conditions other than those set forth on this rate card 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 order blanks or copy instructions that conflict with provisions of this rate card.

G. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter.

H. As used in this section entitled "General Conditions," the term "publisher" shall refer to Meetings Media.

Commissions & Credit Terms

Agency Commission 15% of gross billing to recognized advertising agencies on space, color and special position. Note: No cash discounts. Net 30 days. A finance charge of 1.5% per month will be added to all past-due accounts.

Rate Policy First month to be paid in advance by new advertiser. If the advertiser fails to provide copy and/or artwork to meet deadline, Meetings Media reserves the right to charge for space reserved. Contracts canceled before completion will be short-rated at the earned rate. A 1.5% finance charge will be added after 30 days.

Rate Protection Clause A minimum of 60 days notice will be given preceding any rate increase. On effective date of new rates, earned frequency on space run to-date will apply to new rates.

Short Rates and Rebates Advertisers will be short-rated if, within a 12-month period, they do not use the number of insertions on which their billings have been based. Advertisers will be rebated if, within a 12-month period, they have used sufficient insertions to earn a lower frequency discount rate.

Prepayment Policy A 2% discount is allowed for payment within 10 days. A 5% discount is allowed for payment with insertion order. A 10% discount is allowed if account is paid in advance for multiple insertions.

Cancellations Must be made in writing, and no cancellation will be accepted after space closing dates. Covers cannot be canceled.

MeetingsMedia

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