

# GENERAL CONDITIONS

## CONTRACT CONDITIONS

Rates published herein are effective January 2018. Announcement of any changes in rates will be made at least seven weeks in advance of the publication date of the issue to which such rates will be applicable.

Advertisers may not cancel or make changes in orders for advertising after closing dates. The Publisher may reject or cancel any advertising for any reason at any time. Advertising for tobacco products, gambling, or gaming is not accepted. We reserve the right to reject or cancel any linkage to an advertiser's website for any reason at any time, including without limitation, as a result of linkages to other websites included in the advertiser's website.

All advertisements are accepted and published upon the representation that the agency and advertisers are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party; including without limitation those for which the Publisher has provided creative services. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally indemnify, defend, and save the Publisher harmless from and against any loss or expense arising out of the publication of such advertisements, including without limitation, attorney's fees, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any similar claims now known or hereafter devised or created. It is understood that the advertiser and agency are jointly and severally liable for the payment of invoices for advertising published hereunder. In consideration of the Publisher's reviewing for acceptance or acceptance of any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to California Travel Media in any way except with the prior permission of the Publisher in each instance. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of the Publisher. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with, vary, or add to the provisions of the rate card will be binding on the Publisher, and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

## COPY REGULATIONS

All advertisements must be clearly and prominently identified by trademark and/or signature of the advertiser. On advertising copy that simulates editorial layout and appearance, the Publisher reserves the right of approval, as well as the right to identify as "advertisement" by Publisher-set type line.

The Publisher is not responsible for errors or omissions in any advertising materials, including errors in key numbers, reader service numbers, or changes accepted after closing dates.

## CREDIT

To establish credit, a credit application must be sent to your California Travel Media representative. Orders without established credit must be accompanied by a cash payment or domestic Visa, MasterCard, American Express, or Discover.

## DISCOUNT/REBATES

Adjustments in advertiser spending that result in discounts or rebates due the advertiser will be paid with space credits only. Such credits must be used within six months after the period in which they are earned or they will expire.

## POSITIONING

Publisher has the right to insert the advertising anywhere in the publications. Any condition on contracts, orders, or copy instructions involving the placement of advertising within California Travel Media (such as page location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.

## TERMS

Net 30 days from the date of invoice.

The Publisher reserves the right to change payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the publications.

# MECHANICAL SPECIFICATIONS

Acrobat PDFX1A (version 1.3) files required.

No native files are accepted. No color proof required. Files should be uploaded via the Meredith web ad portal at <http://direct2time.sendmyad.com> (if needed, contact your account representative for instructions).

Please drop files in the CA Travel & Tourism folder.

## California Travel Media

Advertising Department

55 Harrison St #200

Oakland, CA 94607

# CALIFORNIA ROAD TRIPS

**Materials Due:** April 30, 2018

**Trim Size:** 7" x 10" **Binding:** Saddle stitch

Unit Sizes (Bleed)	Bleed	Trim	Live Area
Full page	7 1/4" x 10 1/4"	7" x 10"	6 1/4" x 9 1/4"

## Unit Sizes (non-bleed)

**Full page:** 6 1/4" x 9 1/4"

**1/2 page (v):** 3" x 9 1/4"

**1/2 page (h):** 6 1/4" x 4 1/2"

**1/4 page:** 3" x 4 1/2"

**1/8 page:** 3" x 2 1/8"

If you have questions or need more information, be sure to contact your Account Representative.

## Please Contact Your Representative

### TOM WARD

*Account Manager*

530/621-1235

530/452-1597 fax

tomward@adexec.com

### THERESE PETERSEN

*Sales Coordinator*

949/244-3075

949/644-1280 fax

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