

ADVERTISING

Color: All rates are for four colors.

Bleed: No charge for bleed. Bleed available for full pages only.

Inserts: Rates on request.

Production charges: For advertisements requiring design, color separations, reverses, strip-ins, typesetting or artwork, a \$200 charge will be billed to the advertiser at noncommissionable rates.

deadlines & policies



www.NJCEOMagazine.com

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EFFECTIVE SEPTEMBER 1, 2007

CLOSING DATES 2008

Issue	Ad Closing	Materials Due	Mail Date
Q1	January 28	January 30	February 23
Q2	April 7	April 11	May 24
Q3	July 7	July 11	August 23
Q4	October 6	October 10	November 22

Cancellation: Cancellations accepted with written notice if received 30 days prior to issue closing. Cancellations received less than 30 days prior to publication will be billed at the full rate.

Late charge: Advertisers will be charged \$50 for advertising materials received after the Materials Due date.

COMMISSIONS AND BILLING POLICIES

Agency commission: Recognized advertising agencies will qualify for a 15% agency commission on gross billings.

Payment terms: Payment terms are net 30 days from publication date. Advertiser or agency must pay any and all reasonable attorney fees if it becomes necessary to place any claims or funds with an attorney.

Prepayment discount: Advertisers who pay for their insertions at least 10 days prior to publication will qualify for a 3% prepayment discount.

Short rates: In the event that advertiser or agency breaches a volume or frequency contract, any rate discount will be nullified and advertiser and agency will be charged the difference between the rates charged and the rates applicable for the volume or space actually used, in accordance with applicable rate schedules. In such event, advertiser and agency must reimburse Publisher for the short rate within 10 days of Publisher's invoice. Advertiser will thereafter pay for advertising at the open rate or at the newly determined rate(s) as applicable.

Rate changes: Publisher reserves the right to revise advertising rates by providing 60 days' advance notice.

Credit: Contact Publisher for credit application. Prepayment required for all advertisers until credit has been established.

GENERAL INFORMATION

Copy restrictions: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

Copy responsibility: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

Position guarantees: Position is guaranteed for covers only.

Shipping: Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:
Advertising Production, Wainscot Media
110 Summit Avenue, Montvale, NJ 07645
201-505-5899
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