

SMART  
**retailer**

2018  
**MEDIA KIT**

**YOUR GIFT & HOME DÉCOR RESOURCE**

The magazine gift store owners turn to for  
new resources, new vendors and in-depth business advice!



800-331-0038 ext.114  
[www.smart-retailer.com](http://www.smart-retailer.com)  
FAMILY OWNED AND OPERATED

# ADVERTISE YOUR BUSINESS THE SMART WAY!

Turn to *Smart Retailer* to Reach Over 80,000 Buyers through Print, Web, E-mail and More



## WHAT WE OFFER

- **24 years of industry expertise** so you know you're working with a company that truly knows the business.
- **In-depth editorial coverage** that keeps readers involved in every issue of the publication.
- **Various multimedia advertising options** so you can reach customers in more ways than one: print, digital, social media and show distribution.
- **Competitive pricing** so you know you're making a wise business investment.
- **Special sections** that showcase your products in unique ways to the readers.
- **Bonus distribution** at trade shows each year so your advertising will reach even more buyers.
- **A dedicated readership** of highly qualified buyers and storeowners so your advertising message is hitting the most targeted audience.
- **Industry events and seminars** that bring together retailers, vendors and show promoters to provide brand-building and educational opportunities for all involved.

## WHO WE ARE

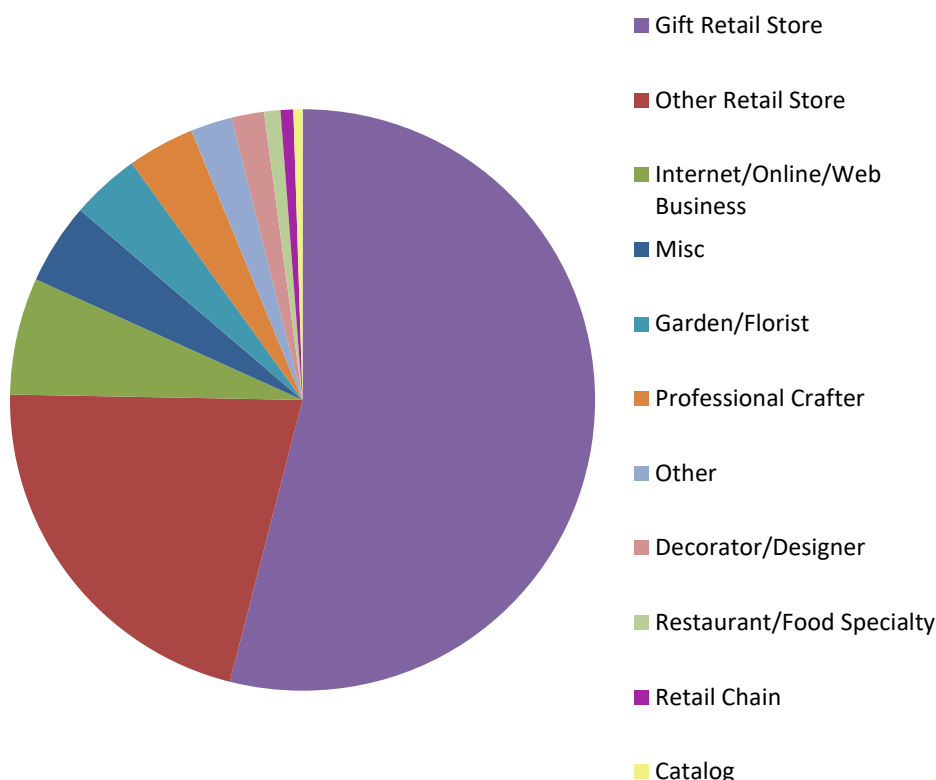
*Smart Retailer* is one of 10 publications produced by JP Media LLC. It is a family-owned and operated Midwest-based company. We are committed to serve every reader and advertiser with integrity and the highest quality of service and content available.

*Smart Retailer* has been the definitive print and digital resource for the gift and home-decor industry for 24 years. It provides new product resources, industry news, and valuable business advice to help retailers build smart businesses. It also provides various multimedia advertising opportunities for wholesale vendors to reach new buyers.

## HOW WE'VE GROWN

We have expanded to serve retailers and vendors in a variety of ways, including adding extra issues, an independent website, electronic newsletters, social media sites, custom e-blasts and interactive digital editions. We will continue to use these elements to bring the absolute best business advice, industry information and wholesale resources to this thriving industry.

## BUSINESS TYPE (ALL SUBSCRIBERS)



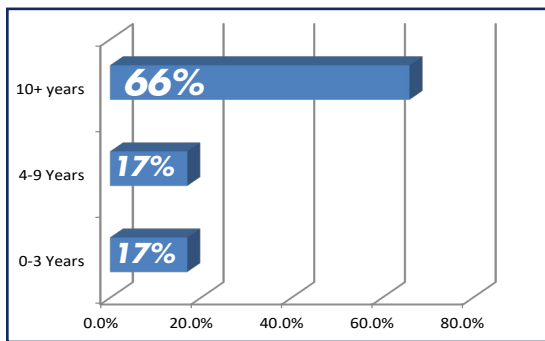
Business Type	
Gift Retail Store	54%
Other Retail Store	21.3%
Internet/Online/Web Business	6.5%
Miscellaneous	4.5%
Garden/Florist	3.8%
Professional Crafter	3.7%
Other	2.3%
Decorator/Designer	1.8%
Restaurant/Food Specialty	0.9%
Retail Chain	0.7%
Catalog	0.5%

Smart Retailer's circulation reaches qualified buyers based on store volume and purchasing power.

## GROSS ANNUAL SALES: GIFTS & ACCESSORIES



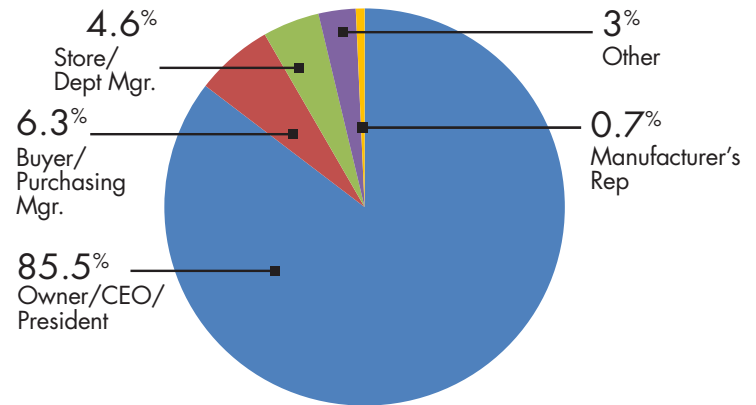
## BUSINESS LONGEVITY



## GEOGRAPHY & FOCUS

Smart Retailer's readers are storeowners or buyers located across the United States and Canada in large cities, suburbs, rural areas and towns. Their businesses include gift shops, specialty stores, garden/landscape centers, hospitals, florists, spas, galleries and museums.

## READER JOB FUNCTION



Total Reach	
Print	20,506
Website Unique Visitors Per Month	19,000
Email Newsletter List	12,000

Unique by Platform	
Print Only	14,500
Print & Email	6,000
Email Only	6,000

## IN EVERY ISSUE

Trend Watch: What's hot, what's selling, and on-trend now  
 New and Noteworthy: Fresh products, new collections, and innovative ideas  
 Retailer Spotlight: Savvy stores that show and sell  
 Business Briefs: Stay on top of industry news  
 Counter Culture: Expand your horizons with these unique items  
 Display and Design: Display ideas designed to sell more  
 Country Charm: Products that fit perfectly with a relaxed, rustic lifestyle  
 Welcome Exchange: Questions and answers that matter  
 Trade Show Calendar: The go-to industry trade show source  
 Plus always an assortment of business and industry features, web extras, and market news!

Every issue is perfect-bound, and printed on high-quality gloss paper to better showcase your unique products with added impact and depth.

## DRIVE INCREMENTAL SALES!

In addition to mailing directly to tens of thousands of qualified buyers, Smart Retailer magazine will be distributed to the following 2018 Markets:

Adirondack Buyer Days, NY  
 American Craft Retailers Expos (ACRE), PA, NV  
 AmericasMart Atlanta, GA  
 Billings Market, MT  
 Biloxi Mississippi Gift Show, MS  
 California Marketplace, CA  
 Charlotte Gift & Jewelry Show, NC  
 Columbus Marketplace, OH  
 Dallas Total Home & Gift Market, TX  
 DenverMart: RockyMountainGiftShow, CO  
 Denver International Western/English Apparel and Equipment Market, CO

Grand Strand Gift & Resort, SC  
 Heritage Markets, IN, OH, PA, WV, VA  
 International Gift Expo in the Smokies, TN  
 Keystone Wholesale Markets, PA  
 L.A. LAMART, CA  
 Lansing Gift Show, MI  
 Las Vegas Market, NV  
 Louisville Gift Show, KY  
 Market Square Shows, MA, PA, WI  
 MinneapolisMART, MN  
 Mississippi Market Wholesale Show, MS  
 National Stationery Show, NY  
 New England MADE, ME

NY Now, NY  
 Northeast Market Center, MA  
 OASIS Gift Show, AZ  
 Ocean City Resort Gift Expo, MD  
 Offinger's Marketplace, OH  
 Philadelphia Gift Show, PA  
 Seattle Gift Show, WA  
 Smoky Mountain Gift Show, TN  
 St. Louis Gift Show, MO  
 Urban Exposition, Various  
 - And more!

**BONUS**  
DISTRIBUTION

Smart Retailer print and digital editions will work as your time-saving sales and marketing platform to expand your reach to buyers at these shows, even if you are not exhibiting.

# 2018 SMART RETAILER EDITORIAL CALENDAR

	Editorial Deadline	Reserve Ad Space	Ad Due	Mail Date
<b>January- Early Spring</b> Special Show Issue: AmericasMart® Atlanta Feature Focus: 2018 Trends & Crystal Ball Forecast Business Article: Charitable Giving Second Focus: Impulse Buys Additional Focus: Summer/Vacation/Cottage; Signs; Primitive/Folk Art/Country	11/2/17	11/2/17	11/9/17	12/27/17
	<b>WINTER MARKET ISSUE</b>			
<b>February- Spring</b> Special Show Issue: NY NOW® Feature Focus: Handmade Business Article: Be a Destination Store Second Focus: Garden and Outdoor Additional Focus: Inspirational/Easter; Graduation/Confirmation	12/13/17	12/13/17	12/20/17	1/19/18
 				
<b>March/April- Summer</b> Feature Focus: Candles & Scents Business Article: Retail Website Savvy Second Focus: Patriotic, Kids & Babies Additional Focus: Pets	2/15/18	2/15/18	2/22/18	3/16/18
<b>May/June/- Fall/Halloween</b> Feature Focus: Fall and Halloween Goods Business Article: Promote Small Business Saturday Second Focus: Tabletop & Stationery/Gift Wrap Additional Focus: Bed&Bath; Personal Care	3/22/18	3/22/18	3/29/18	4/20/18
				
<b>July- Fall/Christmas</b> Special Show Issue: AmericasMart® Atlanta Feature Focus: Christmas Décor/Winter Forecast Second Focus: Gourmet Foods Business Article: Shoplifting Solutions Additional Focus: Entertaining; Impulse Buys; Gifts for Men	5/23/18	5/23/18	5/31/18	6/22/18
	<b>SUMMER MARKET ISSUE</b>			
<b>August/September- Winter</b> Special Show Issue: NY NOW® Feature Focus: Candles & Scents Business Article: Attract Reliable Employees Second Focus: Wall Décor & Wedding Additional Focus: Football	6/20/18	6/20/18	6/27/18	7/20/18
 				
<b>October/November- Winter/Early Spring</b> Feature Focus: Handbags & Accessories Business Article: Curb "Showrooming" in Your Store Second Focus: Floor Coverings/Textiles Additional Focus: Gourmet Foods, Last Minute Holiday Gifts & Valentine's Day	8/15/18	8/15/18	8/22/18	9/14/18
<b>December- 2019 Previews/Shows</b> Feature Focus: 2019 Preview of Shows Business Article: Disaster Planning Second Focus: Private Label Products Additional Focus: Cooking/Kitchen Gadgets; Souvenir and Tourism; Coffee-related	9/20/18	9/20/18	9/27/18	10/19/18
				

Reach your target market through *Smart Retailer* Print, Digital and Tradeshow Distribution.

 AmericasMart® Bonus distribution

 Bonus distribution  
THE MARKET FOR HOME + LIFESTYLE

 Bonus distribution  
Furniture | Home Décor | Gift

**SMART**  
**retailer**  
HELPING YOUR GIFT BUSINESS SUCCEED™

# EDITORIAL GUIDELINES

Companies are often included in our editorial sections in the magazine and on our website at [www.smart-retailer.com](http://www.smart-retailer.com).

If you would like to be considered for editorial exposure, follow these guidelines for submitting materials:

1. Press releases: E-mail full text (Microsoft Word document preferred) and high-resolution digital images (300 dpi) to Dan Brownell, [danb@jonespublishing.com](mailto:danb@jonespublishing.com).
2. New product releases: E-mail high-resolution digital images with descriptions (300 dpi) to Dan Brownell, [danb@jonespublishing.com](mailto:danb@jonespublishing.com) or mail product samples to:

**Smart Retailer**  
 Attn: Editor  
 P.O. Box 5000  
 N7528 Aanstad Road  
 Iola, WI 54945

Include product descriptions and ordering information for each item. Please refer to Editorial Deadlines for each issue in the Editorial Calendar.

3. Mail press kits and catalogs to:  
**Smart Retailer**  
 Attn: Editor  
 P.O. Box 5000  
 N7528 Aanstad Road  
 Iola, WI 54945

**TRENDWATCH**

**Vintage Soy Candles**  
 These luxury soy candles come in vintage emerald and hobnail containers and timeless Mason jars.

**Sweet Wick Candle Co.**  
[www.sweetwick.com](http://www.sweetwick.com) | [Joanne@SweetWick.com](mailto:Joanne@SweetWick.com) | 770-687-1519

**Scent Chips**  
 A great spa-like product, these scented chips are made with a low melt wax, which comes in random sizes for use in a tart warmer. Caramel Latte Scent Chips (pictured), evokes the fragrance of your morning coffee with a smooth blend of warm caramel and cream.

**Warm Glow Candle Co.**  
[www.warmglow.com](http://www.warmglow.com) | 888-253-7934

**Over-sized Votive**  
 This oversized votive candle is approximately 3" x 2" and weighs 5 oz. It features the classic lantern exterior and burns for 30-35 hours. Bright Pecan Waffles is a spectacular fragrance that will fill your home with the rich aroma of waffles drizzling with hot syrup, creamy butter, and warm pecans.

**Warm Glow Candle Co.**  
[www.warmglow.com](http://www.warmglow.com) | 888-253-7934

**Hearth Candle**  
 A top seller, this hearth candle is approximately 5" x 4.5" and weighs 2 lbs. It features the classic luxury exterior and burns for 125-150 hours.

**Acadian Candle Co.**  
[www.acadiancandle.com](http://www.acadiancandle.com)

**Expression Collection Candles**  
 These candles are available in 16 scents and fragrances. With an inspirational message, each candle makes an encouraging gift.

**Acadian Candle Co.**  
[www.acadiancandle.com](http://www.acadiancandle.com)

**20 Smart Retailer**

**Sea Turtle Crossbody in Coral**  
 This hand-embroidered bag is the perfect size for hand-free shopping with a fun heavy-duty silver hardware strap and bag practical and sturdy, while the zipper keeps possessions secure on the flip-knit. 8.5" w. x 6.5" h.

**Tribeal Tote**  
 For someone who wants a little pizzazz in their accessories, this unique tote is well worth the price. The trendy tribal design goes bag for all ages. It's fully lined with a zippered interior and features a zipper closure with soft leatherette handles. 16" w. x 10" h.

**Pine Creek Traditions**  
[www.pinecreektraditions.com](http://www.pinecreektraditions.com)  
 570-538-0291

**Gay Yes to the Best**

BY RUTH ANN BURRELL

For ever arrangements, diamond rings, white lace veils, cake and ice cream, and a hundred guests on the dance floor... these are just a few of the things that come to mind when the word "wedding" is spoken. Hearts warm and eyes glow, beauty, because underneath all the trimmings lies the beauty of commitment, the sweetness of love, and the promise of forever.

Amidst these life-changing decisions are the details that make the day special, and making the most of those details is a must for brides and mothers-of-the-bride, wedding guests and wedding planners, shower hostesses, and professional decorators alike. Two touches such as elegant silver and gold paper, Mr. and Mrs. banners, and wall hangings with sweet messages are hanging on the cake for the big day to herald showers, wedding ceremonies, receptions, and more as they come together to celebrate true love.

**Photo Clip Pullet Sign**  
 Give the new couple a place to clip one or two of their favorite photos from the wedding with this pullet photo holder. Sign is laser engraved, perfect for wedding reception or reception area.  
 7" w. x 9.5" h. x 2" d.

**Jumbo Metal Heart Pullet Sign**  
 With its corrugated metal and steel message, this jumbo sign has a shabby chic feel sure to appeal to every bride who enjoys a vintage style. The sign can be propped on its sides or hung on a wall. 18.75" w. x 20.75" h. x 2" d.  
 Henry and My, Inc.  
[www.henryandmy.com](http://www.henryandmy.com)  
 877-837-8838

**You & Me Star Pullet Sign**  
 This pale blue wooden pullet sign offers a simple message and design, making it ideal for a variety of wedding styles. Great for decoration in a bridal shower or reception area, or for a gift to the couple. 16" w. x 10" h. x 2" d.

**LOVE**

**Hanging Fall Heart**  
 Display this red felt heart in your home or anywhere love abides. The top features a gold ribbon and easy metal ball stand. The heart is made of felt and the string is made of cotton. Great for a wedding reception or a simple gift on a message of love. 4.5" w. x 7" h.

**Wooden L-O-V-E Letters**  
 These hand-painted wooden letters feature a distressed look and words of love in a distressed font. They are perfect for the great back table at a wedding, for a corner shelf in a bridal shower, or anywhere you want to add a little love. Each letter is approximately 8" h. www.TheHearthsideCollection.com 877-918-1433

**Happily Ever After Sign**  
 The wooden sides of this sign show off the wood grain and feature the phrase "Happily Ever After" in a distressed font for a truly rustic look. The perfect gift for the newly-wed couple or anyone who believes in true love. 12.75" w. x 12.75" h.

**Mr. & Mrs. Keychains**  
 This set of two keychains comes with a sweet reminder of the true meaning of love. It's perfect and kind! It does not say or hint at a marriage, it just says "I do". Great for a wedding gift or a gift to the bride or groom. 2.25" h. www.retrochar.com 800-729-7662 800-GAR-KOMAN

**Jeweled Photo Frame**  
 From Kismet, Inc.'s Cerebella Collection, this photo frame is a practical and affordable gift, just right for holding a couple's most precious moments. Made in the USA. 8" x 10" photo. 12.5" h. www.smartretailer.com 43

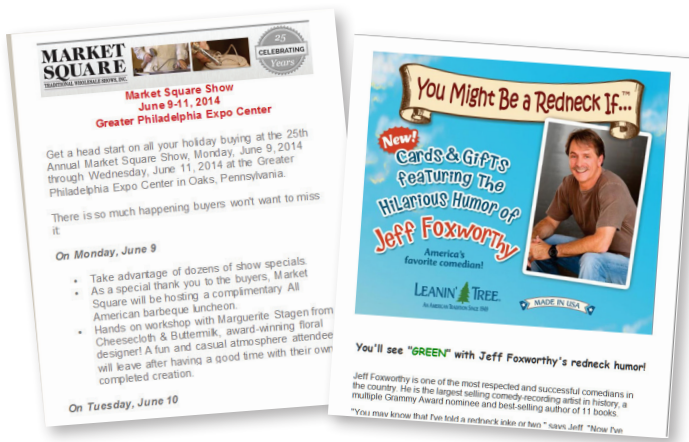
**Seed Pack Coin Purse**  
 Need a handy little place to keep all those loose coins? This change purse includes a corner flap, barbed back, rolling flap, and zippered top. It will fit great in a larger purse or in the glove box of a car. One of a collection of five coin purses. 4.5" w. x 3.25" h.

**CTW Home Collection**  
[www.ctwhomecollection.com](http://www.ctwhomecollection.com)  
 800-433-5054

**Girls Trip Weekend Bag**  
 Take this large, duffel-sized bag to the beach or on a weekend with the girls. It has plenty of space, making it great for one or two girls. It has a top handle, magnetic tucking lining, magnetic closure, one inside pocket, one inside pocket, one inside pocket, one inside pocket. 20" w. x 12" h. x 11" d. www.smartretailer.com 23



# CUSTOM DEDICATED E-MAIL BROADCAST OPPORTUNITIES



Reach buyers in between issues by sending your Custom E-mail Blast message to *Smart Retailer's* list of over 12,000 e-mail subscribers.

Custom Dedicated E-mail Broadcast: Have an urgent message? Special sale? New product? Build show attendance and traffic?

Send a Custom E-mail Broadcast!

1x \$1,000 NET, 2x \$883 NET, 3x \$750 NET. Additional discounts available for 6x's or more.

## Digital Opportunities

To reach this expanding Internet market, each issue of *Smart Retailer* is digitized and released to our digital subscribers 14 days after the print edition.

### Advertising Opportunities

The digital issue provides opportunities for vendors and includes the added bonus of having your websites and email addresses hyperlinked for the convenience of our readers.

Since it comes out 14 days later, new product releases and urgent vendor promotions can be introduced to buyers in a timely manner.

Sponsor the digital issue and receive a banner ad above the digital delivery letter emailed to subscribers and your full-page advertisement to the left of the digital cover.



## WEB OPPORTUNITIES

Connect with buyers 24/7 online at [www.smart-retailer.com](http://www.smart-retailer.com). Advertising on *Smart Retailer's* website is the easiest and most cost-effective way to promote your products in real time to buyers. Six ad zones are available with a maximum of three vendors to share each zone spot. Web ads are available with three, six, or twelve month schedule options and discounts.

### LOCATION & MONTHLY RATES PER ZONE: Masthead & Footer – Run of Site

Ad Unit 4C	1x	4x	8x	12x
Zone 1 Top Leaderboard	\$1,000	\$750	\$550	\$400
Zone 2 Footer	\$800	\$600	\$440	\$320
Zone 3 Box A	\$850	\$638	\$468	\$340
Zone 4 Box B	\$800	\$600	\$440	\$320
Zone 5 Box C	\$750	\$563	\$413	\$300
Zone 6 Box D	\$700	\$525	\$385	\$280

Zones are numbered and circled in red:

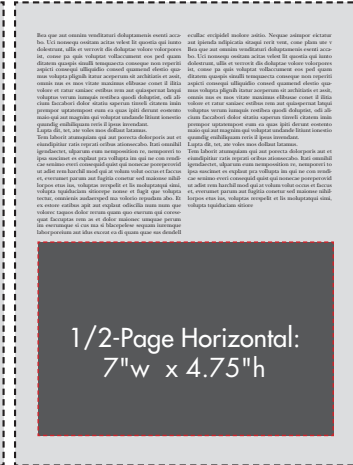
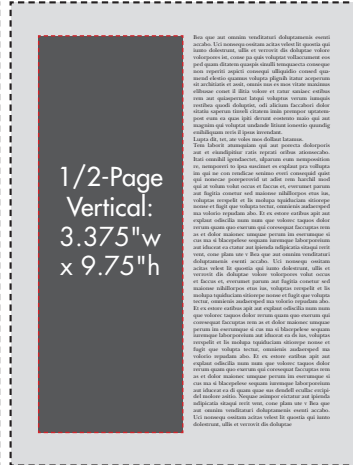
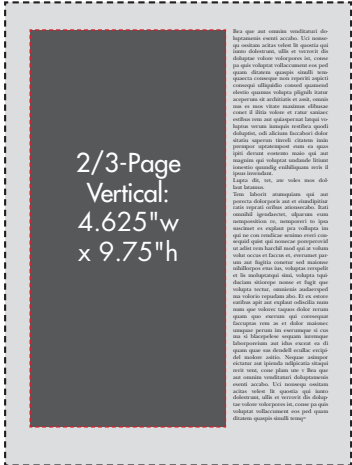
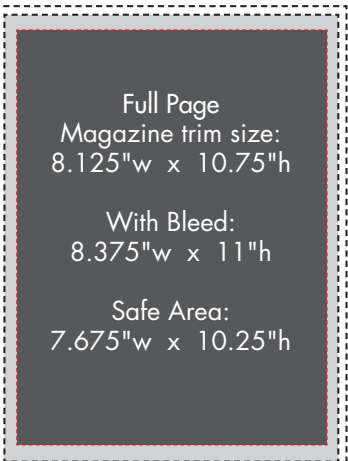
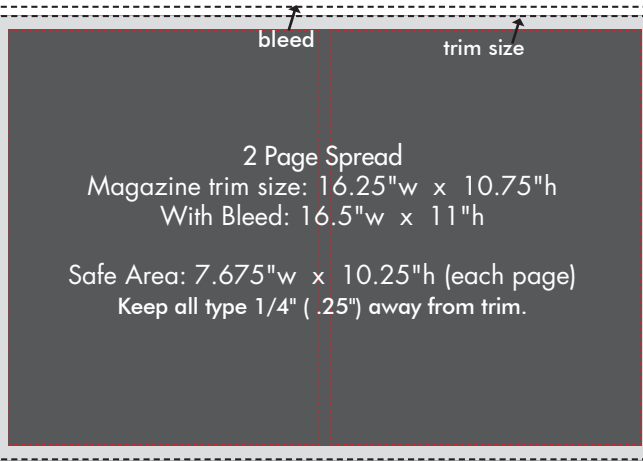


For more details, contact Andrea Garbe  
[andreg@jonespublishing.com](mailto:andreg@jonespublishing.com)  
 800-331-0038 x114.

\* 2 page Spread – Overall size with bleed will be 16.5" x 11". Extend bleed 1/8" (.125") beyond trim on all sides.

\*\* Full-Page Bleed – Extend bleed 1/8" (.125") beyond trim on all sides.

Keep all type 1/4" (.25") away from trim.



**SUBMISSION INSTRUCTIONS**

- E-mail files**  
Only files up to 10 megabytes can be sent as email attachments
- File Transfer Services**  
Files can be sent via Web-based services such as Dropbox, Hightail, or WeTransfer. These services allow you to transfer files using your web browser, without the need for additional computer programs. Files should be sent to or shared with your sales representative's email address. Please send your sales representative a followup

email to confirm that she received the link to the files from the service you used. If you do not have an account with a file-transfer service, we can set up a DropBox folder for you to use—contact Andrea via email for information and instructions.

**FTP Site**  
JP Media's FTP site is open to the public; no guarantee is made regarding the integrity or security of your ad file. You will need an FTP program such as Fetch or Filezilla to connect to our FTP site. Contact your sales representative for access information and instructions for uploading files to our FTP site.

For more details, contact **Smart Retailer** ad sales representative **Andrea Garbe**  
800-331-0038 x114.  
andrea@jonespublishing.com

## NET RATES PER ISSUE DISPLAY ADVERTISING

Supplied Completed Ad*	1x	4x	8x
2-Page Spread (inside F/B)	\$5,685	\$4,207	\$3,468
2-Page Spread	\$5,168	\$3,824	\$3,152
Full Page	\$2,953	\$2,185	\$1,801
2/3 Page Vertical	\$1,949	\$1,442	\$1,189
1/2 Page Island	\$1,477	\$1,093	\$901
1/2 Page Horizontal/Vertical	\$1,477	\$1,093	\$901
1/3 Page Horizontal/Vertical	\$1,270	\$940	\$775
1/4 Page Vertical	\$1,034	\$765	\$630
1/6 Page Sneak Peek	\$768	\$568	\$468

### PREMIUM CUSTOM CONTENT SPACES ARE AVAILABLE ON A FIRST-COME, FIRST SERVE BASIS.

#### \*Creative & Photography Services

*Smart Retailer* also offers professional creative design and photography services to help create your ad. Contact your sales representative for more details.

#### Premium Positions

All ads are run-of-book placement. For guaranteed placement, add 10%. For premium positions, such as inside front cover, back cover or inside back cover, please contact your sales rep for more details.

Inserts, outserts, and polybagging are available.

## ADVERTISING

Andrea Garbe  
 Director of Marketing  
 (800) 331-0038, ext. 114  
[andrea@smart-retailer.com](mailto:andrea@smart-retailer.com)

## GENERAL INFORMATION

*Smart Retailer*  
 P.O. Box 5000  
 N7528 Aanstad Road  
 Iola, WI 54945  
 Phone: 800-331-0038  
 Fax: 715-445-4053  
[www.smart-retailer.com](http://www.smart-retailer.com)

## CONTRACT & COPY REGULATIONS

Contracts must be bona fide and must specify a contract year and the number of insertions committed. Two or more advertisers are not permitted to use space under the same contract (unless advertisers are subsidiaries of a parent company). If the contract is not fulfilled for any reason, each insertion will be recalculated at the appropriate base rate, and advertisers will be responsible for paying the difference between the original reduced rate and the appropriate base rate listed on the rate card. Cancellation of advertising space must be submitted in writing prior to published space reservation close date. All verbal instructions regarding contracts and insertion orders must be confirmed in writing.

In the event of a production error, *Smart Retailer's* liability will be limited to the cost of the ad. Cancellations after the ad space reservation deadline, will be charged at the contracted rate.

Publisher reserves the right to refuse advertising if it is not considered suitable for the publication. The publisher will have the final decision. The advertiser assumes all responsibility for any advertising content printed in the publication and any claims of litigation arising against that advertiser. The publisher and *Smart Retailer* shall not be held liable for any damages if the advertisement is not published. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the current rate card.

All advertising created by *Smart Retailer* magazine is the sole property of JP Media LLC and may not be used as advertising or editorial in any other publication. No reproductions may be made under any circumstances without prior approval and with the written permission of a JP Media LLC representative.

## MECHANICAL REQUIREMENTS

Acceptable file formats include Adobe InDesign® (with supporting files), Adobe Photoshop®, Adobe Illustrator®, Adobe Acrobat® PDF.

Ad layout must be made to exact dimensions. Full-page bleed ads require 1/8" bleed extension beyond final page trim size on all sides.

Images must be saved at 300 dpi, as CMYK color, TIFF or single-file EPS format without screen angles or transfer functions.

Note: *Smart Retailer* does not support and will not accept files created from Adobe PageMaker®, Microsoft Publisher®, Microsoft Word®, Corel Draw®, Microsoft PowerPoint® or OpenOffice®. We also do not accept low-resolution PDFs, TIFFs, JPEGs or EPS files.

**SMART**  
**retailer**  
HELPING YOUR GIFT BUSINESS SUCCEED



## TERMS AND CONDITIONS

### Payment Terms

New advertisers must submit payment with first insertion. A service charge of 1 ½% per month is charged on all past due accounts. Advertising Credit Terms: Credits will not be issued for errors in ads arriving after the copy due date. Credits will not be issued for changes or additions in copy requested after the copy due date. Credits will not be issued for any advertising more than 30 days past due in the billing cycle.

### Cancellations

Cancellations must be received in writing by the reserve ad space deadline and accompanied by proof of submission date such as fax, e-mail or postmark date. Cancellations of a frequency contract void the frequency rate and advertising discounts. Cancellations will be rebilled at the earned placement rate.

### Prep Charges

Charges will be added for preparation of all material that doesn't meet the stated mechanical and digital requirements. Because of differences in equipment, paper, inks, and other conditions between color proofing and production press room operations, a reasonable variation between color proofs and the completed job may result. Advertising material will be held one year from date of receipt and will be returned upon written request. Advertiser will be billed for handling and freight on materials that are returned or forwarded.

### Issue and Closing Deadlines

Publisher reserves the right to run a previous advertisement if copy is not received by the materials due date. We will mail, fax or e-mail deadline dates per request.

### Layout and Service

There is no charge for layout or typesetting. With your basic ad information and instructions we design your ad. Custom-designed ads may be used in other publications provided a creative-materials fee (\$40 per hour) is paid. We can reduce or enlarge your ad, artwork or photographs. At your request, an ad proof can be faxed or emailed to you before publication as long as we receive your copy and photographs by the deadline.

### Poly-Bag Inserts & Blow-In Reply Cards

We are happy to work with you to create an individualized package to fit your needs. Contact the advertising department in advance for availability, mechanical specifications, quantity, and shipping instructions. Poly-bag inserts are offered on a first-come, first-serve basis. Positioning of cards and placement of advertisement are at the publisher's discretion.

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## CONTRACT & COPY REGULATIONS

Contracts must be bona fide and must specify a contract year and the number of insertions committed. Two or more advertisers are not permitted to use space under the same contract (unless advertisers are subsidiaries of a parent company). If the contract is not fulfilled for any reason, each insertion will be recalculated at the appropriate base rate, and advertisers will be responsible for paying the difference between the original reduced rate and the appropriate base rate listed on the rate card. Cancellation of advertising space must be submitted in writing by email prior to the published space reservation close date. All verbal instructions regarding contracts and insertion orders must be confirmed in writing.

In the event of a production error, JP Media LLC's liability will be limited to the cost of the ad. Errors within ads which are the fault of JP Media LLC will be credited to the amount of space in which that error occurs unless adjusted otherwise by the publisher.

In the event of ad cancellation within 10 days of the published ad space reservation deadline, the advertiser will be assessed a fee of one-half the cost of the ad. After 10 days from the ad space reservation deadline, advertisers are liable for the full cost of their ad.

Publisher reserves the right to refuse advertising if it is not considered suitable for the publication. The publisher will have the final decision. The advertiser assumes all responsibility for any advertising content printed in the publication and any claims of litigation arising against that advertiser. The publisher and JP Media LLC shall not be held liable for any damages if the advertisement is not published. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the current rate card.

All advertising created by JP Media LLC owned magazines is the sole property of JP Media LLC and may not be used as advertising or editorial in any other publication. No reproductions may be made under any circumstances without prior approval and with the written permission of a JP Media LLC representative.