

## Events Magazines Advertising and Editorial Guidelines

### Introduction

*Events Magazines* will decline to accept advertising or article copy if it is aware that it is misleading, inaccurate or fraudulent or makes unfair competitive claims or that fails to comply with its standards of decency.

In addition, an advertisement or article copy may be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, is indecent, vulgar, suggestive, profane, or offensive.

### Advertising Guidelines

These Guidelines set forth standards that govern *Events Magazines* relationship with its advertising partners and the relationship between articles and advertising content. The overriding consideration is that *Events Magazines* must maintain its editorial integrity and the trust of its readers. We believe that establishing and adhering to these Guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers.

We also recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business we will revisit and update from time to time.

### GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in *Events Magazines (Events)*.

All advertising content must be clearly distinguishable from article content.

Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations, and guidelines. While the content of advertising does not necessarily reflect the views of *Events* or its editors, if it comes to the attention of *Events* that an ad, in our opinion, contains demonstrably false or unlawful content, *Events* will refuse or remove the ad in whole or in part. In the event that we may have to remove all or part of the ad the advertiser will be notified of this decision.

*Events* reserves the rights to reject any advertisement or article that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to *Events* brand.

### Credit

*Events* limits its responsibility for omission of ads, errors, misprints or other mistakes that may appear in advertisements to the cost of the ad. When ad is approved by advertiser or authorized agent, publisher is relieved of all responsibility in price and copy.

### Advertising Terms

*Events* reserves the rights to reject any advertisement or advertiser for nonpayment of advertising.

Payment for ads must be received within 15 days of invoice for published advertisements. If no payment is received within 30 days of the invoice, advertiser will not be allowed to run additional advertising until payment is made in full. Ads may be placed in the next issue with accepted MasterCard, Visa or Discover.

### **Deadline**

*Events* strictly adheres to the advertising deadline due to the number of publications being processed and the time needed to complete each *Events*.

No new advertising will be accepted, adjusted or manipulated after stated deadline.

Advertiser must reserve the space by deadline to hold a space for camera ready ad.

If advertiser supplies *Events* with an advertisement after deadline it must be camera ready.

Camera-ready means completed ad with no changes, sized correctly and high resolution.

### **ARTICLES**

These guidelines are designed to help you understand what we accept and don't accept for inclusion of an article in *Events* Magazines.

*Events* reserve the right to alter your article for readability or space considerations. There will be no deliberate changes in the meaning of the text. Although every effort is made to avoid error, *Events* does limit its responsibility for any errors, inaccuracies, misprints, omissions, or other mistakes in the article content.

Deadline for articles is the same date as deadline for the *Events* advertisement.

Advertiser must purchase a minimum of a quarter page black & white or sixth page color or larger to be eligible to have their article run in *Events*.

150 - 250 words. Any larger may be edited.

No logos will be included.

Tag lines will include author's name, name of their company and author credentials.

*Events* guarantees insertion of an article in the magazines purchased by advertiser. *Events* cannot guarantee placement in *Events* not purchased by the advertiser.

No article may appear twice in the same *Events* Magazine – new articles would be required.

Articles must contain proper English, including proper spelling, grammar, punctuation, capitalizations and sentence structure.

Articles must not be written as a press release, news article or be time sensitive

Articles must not contain self-serving or promotional content in the article body, title or summary.

Articles must not contain negative content towards any product, company, individual or group.

Articles must not contain profanity or pornographic materials.

Articles must not contain illegal or overly controversial content.

Outside Agency articles will be reviewed for approval.

Articles that are untimely to the mail date will not be accepted. Please verify event dates and mail date prior to sending article to events.

### **Run Sheets**

*Events* run sheets must be finalized by 5pm on the date of deadline.

Articles should not be placed on the run sheet. Run sheets are to track advertising and all articles should be sent in a separate email to layout designer.

### **Advertising Formats**

#### Logos and Artwork

*Events* is not responsible for collection, design or gathering of advertisers' logo or artwork. Advertiser must supply any camera ready logos and artwork to *Events*. Advertisers who need clip art may purchase clip art and supply it to *Events* or supply *Events* with a credit card for the purchase of clip art. *Events* is not responsible for the purchase of clip art for the advertiser.

#### Advertising Placement

*Events* does not guarantee advertising placement. However the layout staff will make an effort to fulfill advertiser's requests. Premium positions may be available and are guaranteed at the cost of a premium position.

Ads may be submitted as PDF, EPS, TIFF, or JPEG; minimum resolution 300 dpi. We do not accept Quark, Adobe PageMaker, Microsoft Publisher, PowerPoint, or Word files. Paper proofs and existing advertisement and directory listing revisions can be e-mailed to your sales representative or faxed Attn: *Events* Production Department 860-767-0259

#### Photo Resolution for Ads

All photos must be a minimum of 300dpi, unless the file is large enough and can be manipulated to a smaller file.