

AWCI media

Advertising Purpose and Understanding Specifications and Code of Conduct

Code of Conduct

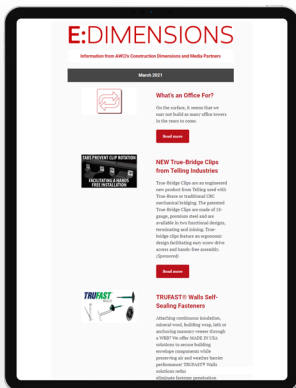
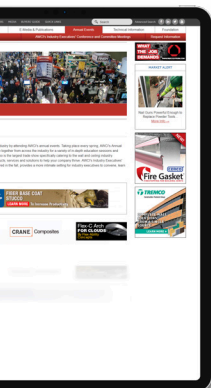
This Code of Conduct is intended to help companies submitting information for advertising purposes to do so in a clear and effective manner while also meeting the high standards of quality and integrity required in AWCI's media. This Code of Conduct is not exhaustive and provides only an example of some of the guidelines. AWCI reserves the right to review all submissions prior to acceptance and may modify, reject or delete any copy, at any time, at its sole discretion. Submissions are made with that specific understanding.

Information submitted is to be positive regarding the submitting company's product or offer. AWCI's media is unable to host or send specific negative comparisons vis-à-vis other member/industry companies and/or their products. AWCI is, likewise, unable to host or send any information on legal proceedings. Submissions are made with the specific understanding that the submitting company is fully authorized to

do so. Submissions are provided to AWCI with the understanding and acknowledgment that AWCI will not provide a proof. If materials are submitted after the deadline date or if material is received that AWCI is unable to host or send, AWCI may not be able to reschedule the appearance.

Accuracy of Information

Submissions must comply with all applicable FTC guidelines and other applicable laws, rules and regulations (including without limitation industry-endorsed self-regulatory principles or guidelines). Submission must not contain or imply inaccurate or unpermitted affiliation or endorsement, including but not limited to any endorsement with AWCI Websites or AWCI, or by any government or quasi-government entity. Submissions must not make any claim about a product or service unless it has been substantiated through research or surveys, and that support is made publicly available by you online.



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Copy and Contract Regulations

- A.** Advertisers assume responsibility for obligations of their agents.
- B.** All production work not completed with original file will be charged at publisher's rates.
- C.** At AWCI's discretion, Publisher reserves the right to label "advertising" on advertisements that may be mistaken for editorial content.
- D.** Frequency rates are determined by the number of insertions within a 12-month period. Frequency rates must be approved and confirmed by the publisher at the initiation of the 12-month period.
- E.** There will be no rebates or adjustments made for errors in key numbers, advertiser index or reader service number.
- F.** Rates are subject to change without notice.
- G.** All supplied proofs will be destroyed after one year and all supplied files will be deleted after two unless publisher is otherwise advised.
- H.** No condition, printed or otherwise, appearing on space orders, billing instructions or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
- I.** Cancellations are not accepted after space closing deadline.
- J.** If change of copy is not received by the publisher by material due date for scheduled insertions, copy from the previous insertion will be run. If no previous insertion is available, client is liable for cost of contracted space. Advertiser's company name, phone number and address will be published in allocated space at the discretion of the publisher.
- K.** The publisher reserves the right to reject, discontinue or omit any advertisement or any part thereof without the prior consent of the advertiser or agency. This right shall not be deemed to have been waived by the acceptance or actual use of any advertising matter.
- L.** Requests for special position at R.O.P. rates are given consideration, but no guarantee is made unless the position has been provided for in the contract.
- M.** All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits of libel, violation of rights or privacy, plagiarism, copyright infringement and any other suits that may arise out of the publication of such advertisement.
- N.** By placing an advertising order, advertiser/agency agrees to pay charges for said insertion(s). In the event advertiser/agency defaults on payment for charges due, advertiser/agency assumes all liability for fees and sums incurred in collection including, but not limited to, reasonable attorney fees and court costs.
- O.** Verbal space reservations will be confirmed with an in-house insertion order, a copy of which will be sent to the advertiser. Order will be binding whether or not advertiser signs and returns.
- P.** Payment for charges is due upon receipt of invoice. New advertisers are required to prepay first insertion. Discount to recognized advertising agencies is 15% providing payment is made within 30 days of billing. No commissions on artwork, color separations or production provided. Any account outstanding more than 60 days is subject to a minimum of schedule cancellation and discontinuation of reader service program.

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Display Ad Preparation

Preparing Ad

The following guidelines are to be followed to ensure your ad prints as intended.

- ✓ Setup a full-page ad to a trim size of 8.25" x 10.875" with a .125" bleed along the top, bottom, left and right edges of the ad. The total size is 8.5" x 11.125".
- ✓ Contain essential copy and images within the Live Area specs 7.75" x 10.375" (see diagram right) to prevent them from being trimmed.
- ✓ Convert Pantone swatches to 4-color (CMYK) builds.
- ✓ Ensure images/graphics are no less than 300 DPI and CMYK.
- ✓ Ensure all vector objects are CMYK.
- ✓ All typefaces/fonts converted to outlines.
- ✓ DO NOT use a rich black (C100 M100 Y100 K100) color build.
- ✓ Ads exceeding their allotted size will be adjusted to fit the defined space.

Submitting

The following guidelines are to be followed to ensure your ad is properly submitted.

- ✓ All Pantone swatches MUST be converted to 4-color (CMYK) prior to submitting PDF to AWCI's Construction Dimensions. We will not be held



responsible for incorrect color output due to non-converted swatches.

- ✓ Submit as a PDFx4 compliant file by using the PDFx4 preset. Ensure bleed settings are set to .125" within the PDF export dialog box.
- ✓ Check that all copy and essential, non-bleeding images are within the Live Area dimensions (7.75" x 10.375") so that it's not trimmed off. We will not be held responsible for any trimmed copy/images placed outside the Live Area.

Tips

- ✓ Enable "Overprint Preview" prior to submission to check for potential transparency and knockout issues.
- ✓ Color builds should be named according to their native CMYK build.

- ✓ We are happy to supply a full-page ad InDesign template upon request.

- ✓ Refer to AWCI Media Planner for fractional ad dimensions.

For More Information

Submitting

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