



# Contract Terms & Advertising Guidelines

## Instructions

All advertising is subject to publisher’s approval. The publisher reserves the right to reject advertising. Advertisers and their agencies assume liability for all content (including text representation and illustration) of advertisements printed and assume responsibility for any resulting claims against the publisher. The publisher assumes no responsibility if, for any reason, it becomes necessary to omit advertisement.

## Contracts and Discounts

To qualify for frequency discounts, a contract must be submitted. Contracts for frequency discounts and positions are available for 12-month periods only.

## Payment Terms

First-time advertisers and advertisers outside of the United States are required to provide payment in full at the time ad insertions made. All ads, if not paid in full, are billed net 7 days or billing terms are set at the discretion of Mid-Valley Publications. All returned checks will be charged a \$50 service and handling fee. Classifieds advertisements require payment prior to ad publication.

## Ad Creation

All ads built by Mid-Valley Publications are not to be used for any other publications or shall not be photocopied for use by any other means without prior approval. Fees may apply for ad creation. You are allotted three advertising changes before a \$50 charge may be incurred; additional fees may apply.

## Electronic Submission

Portable Document Format (PDF) is the preferred format for all ad submittals. When saving files into PDF, make sure that all fonts are embedded and the graphics are not down sampled. For those who wish to submit ads in another preferred software, files must be Quark, Adobe Photoshop or Illustrator compatible. Submissions may be electronically mailed to [info@midvalleypub.com](mailto:info@midvalleypub.com).

## Mechanical Specifications

Ads are placed according to the mechanical production requirements for each issue. All colors in the color palette should be correctly defined as Spot or Process. All RGB, LAB and Index colors must be converted to CMYK, Grayscale, or the appropriate Spot color.

All screened graphics (CMYK, grayscale, duotone, etc.) should have an effective resolution of 300 dpi.

All bitmap, TIFF, and jpg graphics (line art) should have an effective resolution of 600 dpi.

All duotones should be created in a photo manipulation program, such as Adobe Photoshop. Graphics colorized in a page layout program may not print as expected. Hard copy proofs should be provided for all ads submitted electronically.

Advertiser \_\_\_\_\_ Date \_\_\_\_\_

Ad Representative \_\_\_\_\_ Date \_\_\_\_\_