GUIDELINES / TERMS & CONDITIONS

HOW TO CREATE YOUR FILES:

Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDF's. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed. If you are unsure of ad sizes, any questions contact:

Cindy Rusch, Media Production Rep
800.547.7377 x1664
Cindy.Rusch@Cygnus.com

HOW TO GET YOUR FILES TO US:

E-mail – File(s) must not exceed 10 MB in size:

Cindy Rusch, Media Production Rep
Cindy.Rusch@Cygnus.com

FTP – If file(s) are larger than 10 MB, they can be sent via our ftp site – http://webftp.cygnuspub.com. Detailed instructions are provided on the Web site.

Cygnus Business Media will not be held responsible, nor issue any make-goods, for electronic ads that do not follow these guidelines.

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

Terms and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to $500 for remake of the page. Publisher will not be bound by conditions, printed or otherwise, appearing in ad order or copy instructions when such conditions conflict with Publisher's stated policies. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Inserts

Contact the media production rep for specifications.

Covers and special position requests

Guaranteed position is available for an additional charge. Back cover (4) is an additional charge of 25%. Covers 2 and 3 are an additional charge of 20% of earned rate. All other guaranteed positions will incur a 15% surcharge. We will not be bound by conditions or terms appearing in ad order when such conditions conflict with our stated policies.

Classified ad regulations

Classified advertising may not be used for new products or services normally found in display advertising or extensive product or service descriptions (i.e. features, values, styles) that are the function of display ads. The publisher retains the right to reject, delete or re-word copy that does not meet the above regulations.

CYGNUS RESIDENTIAL NETWORK
DESIGN + CONSTRUCTION
A CYGNUS BUSINESS MEDIA BRAND

FOR Residential PROS.com™

kitchen & bath DESIGN NEWS®

Qualified Remodeler®

For updated information throughout the year, visit our marketing resource center at **ForResidentialsPros.com/Advertise**.