

Advertising Specifications, Terms & Conditions

Publication Owner/Publisher: Camp-California Marketing

Guide Circulation: 225,000 copies published annually.

Closing Date: October 15

Final Artwork Due: October 31

Publication Arrival Date: January 1

Mechanical Specifications: Printed web heatset. Interior printed on #38 coated stock. Cover printed on 60# gloss book. Saddle-stitched, 2 columns per page, 10" per column.

Trim Size: 8 1/4" x 10 3/4"

Full Bleed Size: 8 1/2" x 11", 1/8" trimmed off top, bottom and outside edge. All full page ads can bleed.

Live Matter: All type and other copy should fall within the dimensions specified, but must remain a minimum of 3/8" clear of outside-edge trim lines and 1/4" clear of top and bottom trim lines.

Preferred Position: Add 20% to earned rate charge. Available only 1/4 page or larger ads.

Ad Placement: Ads that are region specific will be placed in appropriate region. Others will be placed as space allows.

Digital Ads: CalARVC's Guide is an ALL DIGITAL/COMPUTER TO PLATE publication. Electronic files are encouraged. Film will be scanned to DCS files for an additional charge.

Files should be PC compatible EPS, JPG, TIFF, or PS (PostScript). All fonts and linked images should be embedded or included. Files not accompanied by standard contact proof will be run to standard ink densities on press. At minimum, all digital ads must be accompanied by a laser printout.

Production Charges: Electronic ad production services are charged at an hourly rate. Call CalARVC for an estimate.

Terms and Conditions: Space cancellation must be submitted in writing and received prior to the advertising closing date. Space cancellations are not accepted after closing date.

Website Ad Specifications:

File Formats: We accept JPEG or non-animated GIFs.

File Specs: Pixel dimensions per ad chosen, JPEG or GIF files, 72 dpi in web/256 color. Maximum file size: 12K. Must include live linking URL (50 characters maximum).

Copy Changes: Online ad prices include simple design of one ad if necessary. Additional ad changes will be billed at a rate of \$40 per hour.

Ad Refreshes: Ads may be replaced at no charge for placements of 6 months or longer. Others will be subject to a charge.

Copy: The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, images, illustrations, fonts, or any copyrighted material. Advertisers and agencies assume full responsibility for any claims arising against publisher, and agree to pay publisher for any expenses or loss suffered by reasons of such claims.

If new material is not received by closing date, publisher reserves the right to repeat the previous ad.

All advertisements are subject to acceptance by Camp-California Marketing and the advertising contract is therefore deemed to have been entered into in Auburn, California, and governed by the laws of the State of California. Both publisher and advertiser consent to that jurisdiction.

Camp-California Marketing:

- ♦ is not liable beyond the cost of advertising space for errors appearing in advertisements produced by publisher
- ♦ reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted.
- ♦ cannot be held liable for advertisement revisions made at blue-line.
- ♦ does not keep advertising materials for more than 2 years
- ♦ reserves the right to charge advertiser and/or its advertising agency for late advertising materials.

Payment Terms: Full payment must accompany order, unless otherwise specified and agreed to by both parties, or placed by a recognized advertising agency. Agencies will be billed on publication date with tear sheet. Invoices are due within 30 days of invoice date.

Commission Terms: 15% commission to recognized commercial advertising agencies when invoices are paid within stated terms – not available on member rates. Park shall not function as its own advertising agency. Commission will not be honored if account remains unpaid for 90 days.

Camp-California Marketing reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Camp-California Marketing.

Should any monies not be paid as set forth in the invoice, the Camp-California Marketing shall be paid an additional delinquency charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees.

Policies & Procedures:

- We require a minimum of 3 business days lead time to implement an ad. Email notification is sent upon activation and prior to expiration.
- All ads must be submitted electronically to verna@calarvc.com
- We reserve the right to refuse to run any ad, including those that contain adult or profane content, or mislead the consumer.
- We do not guarantee the number of impressions or click-throughs.
- Advertising must be paid in full prior to activation of the ad.
- All rates subject to change. Rates are non-commissionable.
- Please name each ad to denote the advertiser, pixel size, and format (jpeg or gif).

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