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KEY COMMUNICATIONS INC.
2012 Mechanical
Specification
Key Communications Inc. Publications



Plate size $8\frac{5}{8} \times 11\frac{1}{8}$ (8.625 x 11.125) | Trim size $8\frac{3}{8} \times 10\frac{7}{8}$ (8.375 x 10.875)

Spreads: Plate size $17 \times 11\frac{1}{8}$ (17 x 11.125) | Trim size $16\frac{3}{4} \times 10\frac{7}{8}$ (16.75 x 10.875)

2-Page Spread	$17 \times 11\frac{1}{8}$ w/bleed	Full Page $8\frac{5}{8} \times 11\frac{1}{8}$ w/bleed	$\frac{2}{3}$ Vertical $4\frac{3}{4} \times 9\frac{3}{4}$	$3\frac{1}{2} \times 9\frac{3}{4}$ $\frac{1}{2}$ Vert.
Half Horiz.	$4\frac{3}{4} \times 7\frac{3}{8}$	$2\frac{3}{8} \times 9\frac{3}{4}$ $\frac{1}{3}$ Vertical	$\frac{1}{4}$ Square $4\frac{3}{4} \times 4\frac{3}{4}$	$\frac{1}{4}$ Square $3\frac{1}{2} \times 4\frac{3}{4}$
	Island			



Plate size $8\frac{3}{4} \times 11$ (8.25 x 11) | Trim size $8 \times 10\frac{3}{4}$ (8 x 10.75)

Spreads: Plate size $16\frac{1}{4} \times 11$ (16.25 x 11) | Trim size $16 \times 10\frac{3}{4}$ (16 x 10.75)

2-Page Spread	$16\frac{1}{4} \times 11$ w/bleed	Full Page $8\frac{3}{4} \times 11$ w/bleed	$\frac{2}{3}$ Vertical $4\frac{5}{8} \times 10$	$3\frac{3}{8} \times 10$ $\frac{1}{2}$ Vert.
Half Horiz.	$4\frac{1}{4} \times 7\frac{1}{2}$	$2\frac{1}{16} \times 10$ $\frac{1}{3}$ Vertical	$\frac{1}{4}$ Square $4\frac{5}{8} \times 4\frac{5}{8}$	$\frac{1}{4}$ Square $3\frac{3}{8} \times 4\frac{1}{8}$
	Island			

General Printing Specs

- **Digital submissions only**—PDFs preferred.
- **Halftones**—133 line screen.
- **Standards**—AAAA/MPAA/ABP standards.
- **Electronic Output**—One output from disk or email per advertisement included. \$45 per color additional charge to re-output due to missing or incorrect materials.
- **Media**—Positive print copy and SWOP color keys are recommended. PDF files are preferred. Mac can be accepted but conversion charges may apply. CDs with fonts and art (as .tifs) should be provided. (Note: Publisher does not accept .jpeg, .tif, Microsoft Word or Microsoft Publisher files.)

Publishing Details

1. **Bleeds & Spreads**—Keep live matter $\frac{3}{8}$ " (0.375) inch from trim, head, foot and binding edge. Keep crop marks and printer marks outside of the plate area*.
2. **Negatives**—Not accepted.
3. **Guidance Materials**—For all color advertising (two or more colors), a Match Print, Chromalin, Fuji or similar SWOP proof with color bars on publication proofing stock is recommended. For all black/white advertising, a hard copy (print-out) should be provided.
4. **Trim & Bleeds**—Trim size is $8\frac{3}{8} \times 10\frac{7}{8}$ inches for **USGlass** magazine, *Architects' Guide to Glass*, *Decorative Glass* and *Solar Glazing*, $8 \times 10\frac{3}{4}$ inches for all other magazines. There should be a bleed tolerance of $\frac{1}{8}$ inch and margin tolerance of $\frac{3}{8}$ inch. Keep crop marks and printer marks outside of the plate area*.

* A \$25 charge will be incurred to remove crop marks or printer marks inside the plate area.

Closing & Publication Dates

- **For Space**—See individual issues and months.
- **For Material**—Due no later than two days after space deadlines.
- **Cancellation**—Cancellations are accepted up until the cancellation date. The cancellation date for monthly publications is either the first date of the month prior to the issue date (for example, February 1 for the March issue), or the advertising deadline, whichever comes first. The cancellation date for magazines printed less than monthly is the first of the month one month prior to the first month of issue date or the advertising deadline, whichever is earlier (for example, February 1 for the March/April issue). Non-cancelable contracts may not be cancelled and charges will still apply even if ad is not published.

Terms and Conditions

As used in this section of the Media Planner, the term “Publisher” refers to Key Communications Inc.

- 1. Rates**—All insertion orders are accepted subject to provisions of our current rates as detailed herein. Rates are subject to change upon notice from the publisher.
- 2. Cancellations**—Cancellations or changes in orders may not be made by advertiser or its agency after the cancellation date(s) as stated on the previous page. All cancellations must be made in writing and faxed to 540/720-2914 by the cancellation date. Any cancellation must be made in writing with an acknowledgement sent from Publisher. Any cancellation of space reservations in whole or part by advertiser will result in an adjustment of the rate (short-rating) to reflect the actual space used at that earned frequency or volume rate and at the 2012 gross rate. In the event a cancellation is received after the cancellation deadline and no materials have been submitted, a net cancellation fee of \$2,000 per advertisement will be due and payable, except for non-cancelable ads. Non-cancelable contracts may not be cancelled and charges will still apply even if ad is not published.
- 3. Agency Commissions**—Fifteen percent of gross billings is allowed to recognized agencies on space, color and position, provided the invoice is paid within 30 days. If an invoice remains due beyond 60 days, the 15-percent agency discount is forfeited and the gross amount becomes due and payable immediately.
- 4. Short Rates & Rebates**—Advertisers will be short-rated if, within a calendar year, they do not use the amount of space upon which their billings have been based. Short rates will be based on frequency earned against published rates. Rebates will be earned and applied to billings, when, in a 12-month period following the first insertion, the advertiser runs sufficient space to qualify for the lower rate. Such adjustments shall be made based on the number of ads published, not the number contracted.
- 5. Indemnification**—Advertisers are accepted upon representation that an advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
- 6. Approval**—All advertisements are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time with or without cause. Publisher reserves the right to insert the word “advertisement” above or below any copy as it deems necessary and to include outserts, cover wraps, false covers or belly bands on issues.
- 7. Acceptance**—All insertion orders for advertising are accepted subject to the terms and provisions of this Media Planner. Publication of the advertisement represents acceptance of the order. The Publisher will not be bound by any condition, printed or otherwise, appearing on any order blank, insertion order, contract when they conflict with the terms and/or conditions of this document. Any insertion of advertising made by the agency or advertiser represents acceptance by both the agency and the advertiser of all terms and conditions of this document. Failure of the advertiser and/or agency to make the order correspond in price or otherwise to the rate schedule herein is regarded only as a clerical error and publication of the advertisement will be made and charged for upon the terms and conditions set forth in this Media Planner. The Publisher will not honor rates or data derived from other sources unless in conformance with this document.
- 8. Contract Terms**—Frequency and other discounts remain in effect only for completed contracts. Contracts that are cancelled or reduced in size are “short-rated” and ads already published will be billed at published rates. Value-added considerations will also then be billed at published rates.

Inserts

For best results, advertiser should furnish a sample of the insert at least one month prior to issue deadline for review. Publisher also may print inserts at advertiser’s request. Payment for printing and postage of inserts is due prior to publication. Inserts should be furnished printed, flat and untrimmed. Regular page rates apply. Additional charges for overweight paper, postage charges for loose inserts (called outserts), back-up or tip-ons apply. All supplied inserts not conforming to specs are subject to additional charges as incurred. Contact publisher for additional specifications.

Insert Specs

Pre-printed inserts on 50-lb. text or lighter stock are charged at the one-page, color rate for each actual turned page up to 8½ x 11 size. Heavier stock requires an additional postage fee. All inserts must be received by the printer no later than the closing date for that magazine. See individual magazine section for more details. Inserts for **AGRR**, **USGlass** and **DWM** should be delivered to:

Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755 USA
Attn: Jason Trombley

Package should be clearly marked with “Name of Magazine/Issue Month/Year.”

For all other publications, please contact the publisher directly.

Outserts & Polybag Stuffers

These are available upon request for all magazines, please contact your sales manager for more details. Postage charges may apply.

Ad Sizes & Shapes

9. **Deadlines**—Advertisements received after the issue closing date will not be subject to usual review and quality checks by Publisher prior to printing and may incur charges associated with late insertions.
10. **Positioning**—Positioning of advertisements is at the discretion of Publisher except when a paid preferred position has been ordered with premium payment. No other placements are guaranteed.
11. **Right of Refusal**—An advertiser with a 6 month or more contract on a paid preferred position will have the right of refusal for the same space. The Right of Refusal will end 30 days prior to the contract end date or 30 days after or when another advertiser signs a contingent order for that location, whichever comes first.
12. **Force Majeure**—Publisher is not liable for delays in delivery and/or non delivery in the event of an act of God, action, terrorism, war, act of nature, labor or material shortages, transportation interruption of any kind or any condition beyond the control of Publisher affecting delivery.
13. **Liability**—Publisher has the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or agency ordered. In submitting an advertising insertion order, advertisers agree to pay all costs for collection including reasonable attorneys' fees in the event of a default, and interest at the rate of 1½ percent per month (18 percent per annum) on all invoices 30 days or older. Publisher has no liability for errors in pub-set copy, key numbers or advertisers' index. Publisher is not liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the b/w space occupied by the ad in error. Publisher is not responsible for errors due to improper file preparation. Additional charges may apply to prepare the ad for print reproduction.
14. **Agency Liability**—Advertiser and agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.
15. **Payment Terms**—For companies with credit terms, payment in full is due 30 days from invoice date. A finance charge of 18 percent per annum (1½ percent per month) will be assessed on all overdue balances and advertiser is liable for any and all legal fees, collection fees and court costs involved in collection. Publisher reserves the right to refuse to publish any advertisement it deems as unsuitable or to extend credit to any company it deems unworthy. Advertisers or companies without payment terms, payment is due at the time the order is placed. Publisher reserves the right to hold any and all materials provided by advertiser in the event of overdue outstanding balances. No credit will be extended without the completion of a signed credit application and approval from Publisher.
16. **Disclaimer**—Conditions other than rates are subject to change by Publisher without notice. No conditions other than those set forth in this brochure are binding on Publisher unless specifically agreed in writing by Publisher. Publisher is not bound by the conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the document. Advertisers assume responsibility for all content within promotional items sent. i.e. E-mail blasts, sponsored links, video commercials.
17. **Jurisdiction**—Any and all agreements are governed by the Commonwealth of Virginia.

Digital Submissions

Publisher requires digital ads. Please meet the following guidelines:

- A. **Images**—All continuous tone images (grayscale and color scans) should have a resolution of 300 dpi at 100 percent. Scanned black and white line art should have a minimum resolution of 1200 dpi at 100 percent.
- B. **Color**—All color files should be created as CMYK builds, not RGB files. A \$55 conversion charge applies to RGB files submitted. Pantone colors should be shown as builds of CMYK unless the ad is to print in the Pantone ink.
- C. **Proofs**—A black and white composite and color-separated laser proof should be provided with ad submission. If the ad contains builds of two or more colors, a laminated or high-end digital SWOP color proof (such as O.R.I.S. or Approval) is recommended. Publisher is not responsible for shifts in color due to the differences between the file and the proof.
- D. **Fonts**—Send all postscript fonts and printer fonts used in the file. Use only Type 1 fonts. No True Type fonts will be accepted. Remember that fonts embedded in .eps files must be provided as well.
- E. **Labeling**—The media supplied (disk, CD, etc.) should be labeled as follows: advertiser name, return address, contact name and phone number, list of content (including the name and version of the software programs used) and the name and month of the publication in which it is to appear.
- F. **Storage**—Unless otherwise requested and approved in advance of publication, no cds, electronic files, etc. will be returned. They will be stored electronically by publisher for one year, after which time they may be destroyed.
- G. **Submission**—PDFs are preferred. Send only page layout, fonts and graphics files used in your ad. Include a printout of the content of your disk. Provide a pre-flight report (such as "Collect for Output" in Quark).
- H. **FTP**—Files can be submitted via our online drop box at www.glass.com/uploads/. For the username and password, please contact our advertising coordinator at 540/720-5584. Type this address into your Internet browser and you will see two fields. Using the Browse button, find your file on your system and upload it into the first field. In the second field, use the drop down menu to select the correct magazine. Once the file is posted, please email the exact name of the file to advertising@glass.com. A soft proof will be provided to you for your approval. A printed proof of your ad is recommended. We also recommend a SWOP color proof for color ads.
- I. **Soft Proofs**—A soft proof of the ad will be sent to the advertiser for all ads sent in before the closing date. Due to the production schedule, the publisher can not wait more than 2 days for approval on soft proofs.
- J. **Design**—The publisher is able to create artwork for you if you are unable to supply it yourself. A \$150 charge applies for each hour of design time. Minimum design time is one hour.
- K. **Note**—Publisher is not responsible for errors due to improper file preparation. Additional charges will apply to prepare or correct the ad for print reproduction including text changes. For more information about digital ads, see the advertising section of our website or call for a digital preparation checklist.