

AD SIZES

	No bleed	With bleed	Trim
Full Page	7x9.5	8.25x10.75	8x10.5
1/2 Page	7x4.625	n/a	n/a
1/3 Page	2.5x10	2.9x10.75	2.65x10.5
1/4 Page	3.375x4.625	n/a	n/a

MATERIAL SPECIFICATION

Ads must be submitted as high resolution PDF X1a compatible or press quality file. Bleed area is .125" away from the trim on all sides of the ad. All live matter should be at least .25" away from the trim. All nonbleed ads will be added a hairline (.25 pt) black border, unless an alternative border already exists on the submitted file. All fonts must be converted to curves and all pictures must have a resolution of at least 150 dpi. Please send all files to: production@canaiden.com. Alternatively, you can upload the files to our ftp server: [ftp.stamfordplus.com](ftp://stamfordplus.com); login: *ads*; password: *ads2007*.

TERMS AND CONDITIONS

1. Rates and conditions including circulation change without notice. All advertisements should be submitted according to the technical specifications of the publication and production deadlines (available upon request). All advertisements are subject to publisher's approval.

2. Advertiser agrees to pay all production charges incurred in preparing advertising for publication. All advertisements ordered set and not used will be charged for composition at Publisher's cost. Publisher reserves the right to make an additional charge for advertisements containing difficult composition, upon notice to Advertiser.

3. There are no cancellations by Advertiser after space has been reserved. If a cancellation is absolutely necessary, Advertiser is responsible for payment for the space reserved. Publisher may cancel this contract for any reason and issue a refund for any unpublished advertisement(s).

4. Payment is due upon placement of order. By submitting orders to Publisher, Advertiser and its advertising agency (if any) agree to be jointly and severally liable for unpaid bills.

5. The Publisher's liability for any error is limited to the amount paid, if payment has been made, for the cost of the space occupied by the advertisement. It is understood and agreed that Publisher is

not liable for consequential, incidental or special damages resulting from such error, including errors in key numbers, omission of an advertisement, and/or any improper use of coupons forming part of an advertisement. The liability of Publisher for any reason is limited to the amount due hereunder for any advertisement(s) that form the basis for Advertiser's claim.

6. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.

7. 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. When advertisements containing the names, pictures, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture, and/

or testimonial of any living person which is contained therein. The Advertiser or the advertising agency will provide proof of such consent upon Publisher's demand. It is understood and agreed that the Advertiser and/or advertising agency will indemnify and save the Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text, and illustrations are subject to the Publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which, in the sole discretion of the Publisher, is unethical, misleading, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not comport with applicable legal standards. In the event of such cancellation or rejection by the Publisher, the advertising already run shall be paid for or billed at the rate provided for in the order.

8. Advertiser's or advertising agency's submission of an advertisement, or the approval of the final proof of an advertisement will constitute an acceptance of the above terms and conditions.