

2010 - 2011 Who's Who in Religious Conference Management

Advertising Terms and Conditions

- 1) PUBLISHER: Whenever used, the term "Publisher" refers to the Religious Conference Management Association, Inc.
- 2) ORDERS: The forwarding of an insertion order for advertising made by the advertising agency and/or advertiser represents an acceptance of the rate, terms and conditions under which advertising is at the time sold.
- 3) RATE: The cost of a full page color advertisement in the 2010 - 2011 *Who's Who in Religious Conference Management* is \$4,515.
- 4) PAYMENT AND COMMISSIONS: Net 30 (thirty) days from date of invoice. A 15% commission of gross is allowed to recognized advertising agencies on space if the total amount due is paid within 30 (thirty) days of invoice date. All commissions are forfeited after 30 (thirty) days.
- 5) SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. Religious Conference Management Association, Inc. will not release the Advertising Agency from liability even if a sequential liability clause is included in the insertion order.
- 6) CANCELLATION: Neither the advertiser nor its agency may cancel advertising after 30 (thirty) days of receipt of signed advertising contract. All cancellations must be in writing and confirmed by the Publisher.
- 7) PROVISIONS: 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. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.
- 8) RIGHTS & POLICIES: The Publisher reserves the right to reject any and all

advertising, which the Publisher feels is not in keeping with the publication's standards, policies, and principles. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions hereinstated, or any amendment thereof. The Publisher is not responsible for any error or the accuracy of any corrections or changes made to any advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question.

- 9) LIABILITY: The Publisher is not liable for any costs or real or consequential damages resulting from the failure to print an advertisement.

10) DEADLINES:

Insertion Order: Immediate

Materials: January 15, 2010

Mail to: RCMA,

7702 Woodland Drive, Ste. 120
Indianapolis, IN 46278

MECHANICAL REQUIREMENTS

Final Trim Size	7.875 x 10.75
Margins	.375 (no less than)

<u>Ad Sizing</u>	<u>Width</u>	<u>Depth</u>
Page (bleed)	8.125" x	11"
Page (nonbleed)	7.125" x	10"
2-pg spread (bleed)	16.25" x	11"
2-pg spread (nonbleed)	14.25" x	10"

- Text must be .375 from binding edges
- All bleeds must extend 1/8" from edge of paper in your document
- Ads must be submitted on CD along with hard copy proof, including separations.
- All fonts and graphics to be supplied.
- CD and printout need to be labeled with company's name.
- Special needs are to be clearly marked

APPLICATIONS: Quark Xpress, InDesign, Photoshop or Illustrator (Mac or PC.) Work with all elements in the CMYK color mode for printed material.
300 dpi for photos and halftones.

ACCEPTABLE MEDIA: ZIP, JAX, CD