

PUBLICATION SPECIFICATIONS

TERMS AND CONDITIONS

Frequency Discounts: Frequency rate is earned by the number of separate advertisements used within a contract year. Different size units may be used to earn this rate. The Fact Book is published annually and earns frequency discount.

SPECIAL POSITIONS RATES

Cover 2\$300
 Cover 3\$200
 Cover 4\$500

DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: <http://addesk.bobit.com> Click on the Information & Help tab and then select the POLICE listing. All ad materials and production questions can be addressed to:

POLICE Magazine
Lori Oani Operations Manager
 3520 Challenger Street, Torrance, CA 90503
 PH: (310) 533 2516 • Fax: (310) 533 2501
 Email: lori.oani@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (Print Edition)

Please contact POLICE Production Manager for AdPortal information to upload your ad.

DIGITAL SUBMISSIONS FOR ADVERTISERS (Digital Edition)

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

CLASSIFIED AD RATES

Additional rate discounts available based on ad size. Payment required in advance of publication, non commissionable. VISA, MC and AMEX are accepted.

Display sizes and rates are not applicable in the classified pages of the magazine.

STANDING MATERIALS

Ad material will be retained in storage for 12 months following use and then destroyed unless instructed otherwise by the advertiser or agency

PUBLICATION DATES

Published 12 times annually.

GENERAL

- Media company reserves the right to reject any advertising that, in the sole discretion of the media company, does not conform to company standards. Media company reserves the right to place the word “advertisement” or “sponsored” on copy that, in its opinion, closely resembles editorial matter
- Marketers will be short-rated if, within a 12-month period from the date its media schedule begins, they do not fulfill all placements upon which their billings have been based
- Unless agreed to by the media company, the client will be billed for each item as scheduled on the contract if it has been deemed the client did not fulfill its obligations in the agreed upon timeframe
- Media company is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein
- Only written instructions including those on contracts and insertion orders, agreed to in writing by the media company, are binding

CANCELLATIONS

- The media company may (at its sole discretion) change the date, suspend, or cancel an order at any time for any reason without incurring any liability to the Marketer
- If the Marketer wishes to cancel an Order, it shall notify the appropriate production manager for the media company in writing in the timeframe listed below or otherwise be required to pay the media company in full for the cancelled placements:
 - › DIGITAL PLACEMENTS: 30 days before the scheduled run begins;
 - › E-MAIL AND SOCIAL PLACEMENTS: 15 days prior to scheduled deployment/launch;
 - › PRINT PLACEMENTS: 5 days prior to the specified “ad close date”
- The media company shall be under no obligation to reimburse all or part of such charges, even in the event that the media company resells

the cancelled advertising space after such cancellation by the marketer

- If you cancel your Order as a result of a change made by the media company, you will not incur a cancellation fee

POSITIONING REQUESTS

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

PUBLISHER’S LIABILITY:

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images and illustrations), representations, trademark or copyright of submitted advertisements. Publisher’s liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

INVOICES, CREDIT & CONDITIONS

- ORDERS LESS THAN \$5,000
 - › Must be pre-paid by credit card
- ORDERS GREATER THAN OR EQUAL TO \$5,000
 - › Invoices are NET 30 DAYS on approved credit for all services, payable in US Dollars
- *** EXCEPTION(s):**
 - ReadyQuote: Invoices are PRE-BILLED, NET 10 DAYS
 - Marketers and agencies new to the media company may be required to prepay their first insertion and submit a credit application
 - Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance

MECHANICAL REQUIREMENTS

(a) Ad Specs: Magazine

AD SIZE	WIDE	DEEP
2-Page Spread	15.75”	10.75”
Full Page	7”	10”
2/3 Vertical	4.5625”	10”
1/2 Vertical	3.375”	10”
1/2 Island	4.5625”	7.5”
1/2 Horizontal	7”	4.875”
1/3 Vertical	2.1875”	10”
1/3 Square	4.5625”	4.875”
1/4 Vertical	3.375”	4.875”

(b) Ad Specs: Classified

AD SIZE	WIDE	DEEP
Full Page	7”	9.487”
1/2 Horizontal	7”	4.6875”
1/3 Square	4.5625”	4.6875”
1/4 Vertical	3.375”	4.6875”
1/6 Vertical	2.225”	4.6875”
1 x 2	2.225”	2.125”

(c) Trim size

Display ad pages trim to 7.875” x 10.75”. Single column width 2.1875”. Double column width 4.5625”. Column depth 10”. Binding is saddle stitched, except the Annual Fact Book or an issue that is 100 pages or larger, which are perfect bound. Allow .125” for head trim and .25” for gutter.

(d) Bleed

No charge for bleed on four color ads; no charge for gutter bleed on full page spread ads.

e) Bleed Size

Single page bleed 8.125” x 11”

Spread bleed 16” x 11”

Vital parts of copy and layout should be kept at least .375” distance from the gutter and top, outside and bottom edges.