



GENERAL INFORMATION

FURNISHED MATERIALS

Quality and accuracy of furnished materials is the responsibility of the advertiser. Ad materials furnished not to specifications may be subject to additional charges. Advertisers may be asked to resubmit new materials prior to publication deadline.

SHIPPING INSTRUCTIONS

All insertion orders and contracts should be sent to the attention of the advertising sales department.

All ad materials should be submitted in digital format to TSW via www.ads4reed.com. Please see the Digital Ad Submission Guidelines for further instructions.

All website and electronic newsletter materials should be shipped via instructions on our Electronic Advertising Specs.

All inserts should be shipped directly to the printer. Contact Carlos Lopez in the TSW Production Department at carlos.lopez@reedbusiness.com for insert guidelines and shipping address. Shipping carton label for Inserts should indicate:

1. Number of inserts in carton
2. Number of cartons in total shipment
3. Newsmagazine issue date(s) or name of directory in which insert is to be placed

STORAGE & SHIPMENT OF MATERIALS

Production materials will be stored for 12 months. After 12 months production materials will be destroyed, unless otherwise advised in writing by advertiser or agency. Shipping charges for transfer or return of materials other than by first class mail will be rebilled to the advertiser or agency.

AGENCY COMMISSION

15% of gross billing to recognized agencies. Commission is applicable only to display advertising space, color, bleed and position. Net 30 days. Agency commission disallowed after 60 days from receipt of invoice.

Commission is not allowed on:

- Bookmarks
- Buyers Guide Online advertising
- Classified advertising
- Electronic newsletters
- Newsmagazine and Directory inserts
- Special Advertising Section units
- Tradeshow Week Fastest 50 sponsorships
- Tradeshow Week Webinar sponsorships

Commission is not allowed on special charges for artwork, photos, printing, bind-ins, insert postage charges and all other special handling requirements.

CASH DISCOUNT

None.

PREPAYMENT

First time TSW advertisers: 50% deposit required on all advertising

Advertisers or agencies outside the U.S. and Canada: Full payment or fifty percent (50%) deposit is required 28 days prior to newsmagazine or directory publication date or electronic campaign launch.

PAYMENT TERMS

Net 30 days.

SHORT RATES AND REBATES

Advertisers will be short-rated if, within a 12-month period from the date of first newsmagazine or directory placement, they do not use the contracted number of placements upon which their billings have been based.

Advertisers will be rebated if, within the 12-month period, they have sufficient additional newsmagazine or directory placements to earn a lower rate.

CREDIT APPROVAL

All new advertisers or agencies placing their orders for the first time must complete a credit application prior to contract approval. Full payment or fifty percent (50%) deposit may be required for first and subsequent ad placements.

CANCELLATION POLICY

Newsmagazine inserts and display advertising is cancelable up to 30 days prior to the date of insertion. If proper notification is not given, advertiser will be billed full rate. Directory advertising is cancelable up to space closing date.

Covers, tab dividers, wrappers, bookmarks, "page 1" positions as well as TSW Fastest 50 sponsorships and TSW Webinar sponsorships are sold on a non-cancelable basis.

Electronic advertising on TSW websites or TSW electronic newsletters are cancelable up to the first of the month prior to start date.

PUBLISHER'S PROTECTIVE CLAUSES

All advertisements are subject to acceptance by Publisher. Publisher reserves the right to reject or omit any advertising not in keeping with TSW standards. Publisher may reject an advertisement at any time prior to publication, regardless of whether the ad has run before, or has already been paid.

Advertisers cannot simulate the format of TSW without written permission. Publisher reserves the right to place the word "advertisement" with copy which, in the Publisher's opinion, resembles editorial material.

Positioning of advertisements is at the discretion of Publisher. Premiums are the only positions which are guaranteed. Publisher reserves the right to give a better position than specified, at no increase in rate.

It is the advertiser's responsibility to obtain all clearances, permissions, grants of rights, and/or licenses from holders of copyright, trademark or other proprietary interests, prior to publication.

Advertisers or their representatives and advertising agencies assume full and total liability for all content (including text, representation and illustration) of advertisements printed, and they also assume responsibility for any claims arising there from made against Publisher.

Publisher reserves the right to hold advertisers and/or advertiser representative/advertising agency jointly and severally liable for such monies as are due and payable to Publisher.

In case of non-delivery of advertising material by deadline, TSW will charge the advertiser a non-delivery fee.

Publisher cannot be held liable for unintentional or inadvertent omission of an advertiser's material. In the event of erroneous or omitted copy, Publisher may elect to rerun an advertisement. Liability of Publisher, in other instances, shall not exceed the cost of space (only) contracted for by the advertiser.

Publisher is not responsible for errors in key numbers on advertisements. Errors on single or multiple run ads must be brought to the immediate attention of the Publisher. Adjustments and/or corrections will only be made on advertisement or its copy which has appeared within the 15 previous working days.

Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or "contract" when they conflict with the terms and conditions on this information card.