



GENERAL ADVERTISING PROVISIONS

Rate Information

RUN-OF-BOOK RATES

Run-of-book rates apply to all franchise editorial sections. Regional rates are based on the section chosen. For partial circulation buys, rates will be quoted on request and are subject to availability of position (full pages only).

RESOURCE RATES

Resource rates apply to all advertising within the Marketplace and Getaway Planner pages. Premium resource rates apply to formatted advertising sections published in *Yankee's* franchise editorial sections. These include the Holiday Gift Guide, Home and Garden Resource, and B&B and Inn Guide. Please contact your account manager for details.

A/B ALTERNATE-COPY SPLIT RUN

Advertisers may run different advertisements (must be same size) in A and B editions of *Yankee*.

Production cost*: Noncommissionable

- Black & white/two-color: \$1,300
- Four-color: \$1,800

Production charges are the same for all unit sizes.

COVERS

Cover rates are the same for all advertising categories. Frequency discounts are offered for cover positions (full pages only).

PREFERRED POSITIONING

For preferred position, including page 1, add 15% to the earned advertising rate.

* Continued on the reverse side of this sheet.

STANDARD INSERT CARDS

Yankee prints all standard insert cards.

Space cost: Commissionable black-and-white page rate at advertiser's earned frequency.

Production cost*: Noncommissionable

- Black & white/two-color: \$2,900
- Four-color: \$3,400

Insert rates apply to single 4" x 5-3/4" bound-in reader-response cards. Positions are limited, and reservations must be confirmed with a signed, written insertion order and received 30 days prior to issue closing. A facing full page of advertising must accompany the card insertion. Full-page inserts may also be available. Annual planning and ordering are recommended.

Supplied, printed insert cards must be pre-approved by Yankee Publishing Inc., must meet specifications, and are subject to availability. Rates are quoted on request.

Custom-printed insert units are available. Rates and availability are quoted on request.

*Because of the volatility of paper prices, production costs are subject to change and must be checked monthly.

1121 MAIN STREET
P.O. BOX 520
DUBLIN, NH
03444-0520

T 800-736-1100
F 603-563-8732

YANKEEMAGAZINE.COM
NEWENGLAND.COM



GENERAL ADVERTISING PROVISIONS CONT.

Contract and Copy Regulations

ADVERTISING REGULATIONS

All advertising is subject to the publisher's approval. Yankee Publishing Inc. does not accept advertising for the following products: tobacco and its related products, handguns, sexual devices, personal ads, items that could be considered weapons, products made from endangered animal species, and get-rich schemes. The publisher reserves the right to refuse or cancel advertising at any time for any reason.

AGENCY COMMISSION

15%. Advertising agencies submitting contracts that disclaim dual liability or request third-party billing will need to obtain a letter of guarantee from the client. This letter will specify that the client is liable for payment, within Yankee Publishing Inc.'s specified terms, of all ads placed through the agency. Failure to secure this letter will necessitate prepayment of all advertising.

BILLING TERMS

2% 10, Net 30. A 2% discount is earned if payment is received within 10 days of invoice date (2%/10 days). Bills rendered monthly are payable net 30 days after date of invoice. 1-1/2% monthly interest (or maximum interest allowed by law) will be charged on unpaid balance over 30 days (payable in U.S. funds only).

New advertisers and/or previous advertisers without credit approval are required to submit payment with the first insertion and will thereafter be billed on publication date, provided credit references are acceptable. Otherwise, further advance payment may be required.

Once an account is delinquent, Yankee Publishing Inc. has the right to demand payment in full. All sums then owed are immediately due. If the account is placed

for collection, a 20% collection charge will be added to the account.

Unfulfilled contracts will be short-rated to the lowest rate earned.

AD MATERIALS

Advertising agencies must submit digital material as defined in Digital Ad Requirements; otherwise typesetting and artwork will be charged at trade rates. Agencies must provide full name, street address, phone number, and principals of clients advertising in *Yankee* and/or any Yankee Publishing Inc. product or publication.

If an ad is scheduled for a given issue and copy instructions are not received by the issue closing date, the most recently run ad will be repeated.

DISCOUNTS

Frequency discounts are earned within 12 months from starting date of contract.

PUBLICATION AND CLOSING DATES

Orders for premium positions are due two weeks prior to issue closing date. Issues close the first of the month two months prior to issue date.

CANCELLATIONS

Ad order cancellations must be received in writing on or before the ad space deadline, as published in the media kit, of the issue(s) in question. Cancellations cannot be accepted after the ad space deadline. Orders for inserts and covers are non-cancellable. Partial-run advertising is noncancellable.

All other terms and conditions as set forth in current rate cards are in effect. (All rates quoted are subject to change in accordance with any general rate change.)

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