2021 Media Kit

Popular Woodworking
Great Reasons to Advertise in *Popular Woodworking*

1. **We Deliver Big-Spending, Hard-to-Find Woodworkers**
   *Popular Woodworking* readers are hardcore woodworking enthusiasts. They have bigger shops, own more tools and build more projects than most other readers in the category. They’ll spend $608 million on woodworking products this year alone, and many don’t read our competitors — you’ll only reach them here!

2. **We Offer Unbeatable Value for Your Ad Dollar**
   *Popular Woodworking* offers the most competitive CPM in the category. We set fair ad rates because our paid readers, not our advertisers, are the primary drivers of our financial health.

3. **We Excite Our Readers to Buy, Buy, Buy**
   Our supercharged editorial content delivers tested techniques, inspiring project plans and sound consumer advice. We give our readers the skills and motivation to be your best customers.

4. **We’re the Trusted Name in Online Woodworking Advice**
   Serious, affluent woodworkers turn to our web site, e-newsletter and blogs every day for advice they can trust. Across the Internet, *Popular Woodworking* sets the standard for accessible woodworking expertise.

5. **A Robust Internet Presence Drives Your Sales**
   *Popular Woodworking* is aggregating on-line woodworkers with its robust on-line products to boost your sales. New Web features such as streaming video where you can see your products featured, dedicated e-blasts, and state of the art on-line advertising opportunities are all a part of the Popular Woodworking multi-media platform. *Popular Woodworking* is leading the way in the woodworking category by driving our magazine readers on-line for more content and exposure to your marketing and sales message.

“I didn’t realize that I was ready to step up my skills until I read *Popular Woodworking*. The other magazines are for weekend warriors. *PW* is for real woodworkers.”

— Dan Kugel
Inside the Magazine
How We Turn Our Readers Into Your Best Customers

We Build Their Skills—and Their Buying Excitement

At Popular Woodworking, we know that today’s beginning woodworkers are tomorrow’s experts. That’s why we target different articles to a wide range of skill levels. But there’s one thing all woodworkers have in common: a love of the craft. Like a perfectly rubbed finish, this love shines through in every article we publish, building our readers’ enthusiasm and their interest in your products.

Here are just a few other ways we generate reader excitement:

→ Our real-world tool reviews and practical tool-use tips pump up the buying enthusiasm. We publish authoritative tool reviews. Readers love our clear, thorough reports because we don’t just rank the tools, we show readers how to use them.

→ Our commitment to good technique gives readers the confidence to try more... and buy more. Our technique articles are a cornerstone of the magazine, because they are written by professional woodworkers with years of experience. Our readers gain more woodworking confidence with every issue they read, and that makes them eager to try new products.

→ We stay ahead of woodworking trends. “Blended” woodworking is the hottest trend to hit woodshops in years. As the name suggests, it blends machine work with hand-work for beautiful, high quality, high satisfaction results. We teach our readers how to use tools to best advantage—building their skills and whetting their appetites for a wide variety of woodworking products.

→ Popular Woodworking projects get readers itching to build and buy. What do all our projects have in common? They reinforce the bedrock principles of good design, solid construction and fine finishes. Our “must build” projects encourage readers to try new tools and techniques, and we show them how—with beautiful results.

Key Contacts
Meet the crew that makes Popular Woodworking the best magazine in the category:

Advertising Manager ■ Jack Christiansen
JCHRISTIANSEN@AIMMEDIA.COM / (847) 724-5633

Advertising Sales Coordinator ■ Julie Dillon
JDILLON@AIMMEDIA.COM

FOR EDITORIAL CONSIDERATION
Editor in Chief ■ Andrew Zoellner
AZOELLNER@AIMMEDIA.COM / (612) 234-7249
Reader Demographics
Meet 200,000+ Big-Spending Craftsmen

Reach Passionate Woodworkers with Money to Spend

Popular Woodworking readers are dedicated to woodworking, and it shows when they shop. **95% are intermediate or advanced-level craftsmen, and they spend at least 11 hours a week, on average, in their shops.** They have bigger workshops and build more projects on average than most of our competitors’ readers.

- Male .............................................. 97%
- Age .............................................. 63
- College educated ............................. 81%
- HH Income .................................. $135,823
- Homeowner ................................... 92%
- Subscribed to PW ............................ 8 yrs.
- Time spent reading an issue .............. 2.3 hrs.
- Watch woodworking videos online ...... 71%
- Desktop computer ............................. 68%
- Laptop computer ............................... 72%
- Smartphone .................................... 76%
- Time woodworking ........................... 28 yrs.
- Skill level intermediate and above ....... 95%
- Weekly time in shop ........................... 11 hrs.
- Shop size ........................................ 533 sq. ft.
- # Projects per year ............................ 8
- Annual woodworking spending .......... $3,235
- Total market spending ...................... $436.7 M
- Guild/club member ........................... 27%
- Derive some income from woodworking .... 20%
- Watch technique videos on PW.com .... 82%
- Listen to woodworking podcast .......... 27%
- Visit online forum ............................ 39%
- Offer woodworking advice to ............ 6 people per reader

Purchase tools and equipment at:
- Online ............................................. 70%
- Woodworking stores ....................... 70%
- Home center .................................... 51%
- Auctions ......................................... 23%

Types of woodworking:
- Furniture making ............................ 62%
- Cabinetmaking ................................. 60%
- Outdoor projects .............................. 50%
- Domestic hardwood ......................... 90%
- Imported hardwood .......................... 40%
- Softwood ......................................... 68%
- Hardwood plywood ........................... 62%

They Share Your Ads with Friends

An ad in Popular Woodworking keeps working for you. Our readers save their issues and reread them—and they share them with their friends, too. That means multiple exposures for every ad you place.

- Average time spent reading an issue ............ 2 hours, 18 minutes
- Average years of subscriber .......................... 8 years

Our Readers are Leaders

Woodworkers look to Popular Woodworking subscribers for advice on tool buying and woodworking know-how.

- Average No. of woodworkers Popular Woodworking readers
  advice on tool purchases .......................... 3.3 woodworkers

*includes pass-along readership
Building the Brand Online

Robust Website, E-Mail Newsletter, Informative Editor Blogs

While Popular Woodworking’s subscribers are ideal customers for our products, we know you also want to reach beyond the magazine’s readers to the broader universe of woodworkers. That’s where our extensive presence on the Web can help you. Every hour of every day we’re expanding our audience through our five websites, three social media channels, regular e-newsletters and numerous blog posts. And every new woodworker we engage is a new prospect for you.

Here are some of the key ways we’re paving the way to new customers for you:

**PopularWoodworking.com**

Our rapidly growing flagship website not only gives you access to an average of **575,000 unique visitors each month**, it also offers new, dynamic ways to help you connect with those woodworkers. You can now make a big splash on our pages with digital ads, powerful in-page videos and more.

**Popular Woodworking E-Mail Newsletter**

Our weekly newsletter provides timely woodworking advice and entertaining posts to an audience of **104,000 subscribers**. These 100 percent opt-in readers are eager for the latest woodworking information—including special offers from manufacturers. With our high open rate, our newsletter is the perfect place for banner ads that will drive customers to your website and stores.

**Dedicated E-Blasts**

When you want to announce new products or special promotions, our timely digital e-blasts are the perfect vehicle. They give you exclusive access to our opt-in subscribers plus some of the best open rates and click-throughs in the business. We limit the blasts to just two per week and never send out more than one per day to ensure your promotions get woodworkers’ full attention.

**Editors Blogs**

Our prolific editors and contributors write as many as 10 posts a week, each filled with expert advice, tool reviews or other hard-core information that woodworkers crave. These blogs are highly regarded by readers. Sponsoring a blog gives you a chance to reach these woodworking enthusiasts, and since the posts frequently generate extended rounds of comments, readers will have multiple chances to see your promotions.

**Interactive Sweepstakes**

Here’s an ideal way to promote your brand and products while also building your e-mail database. It’s simple too: You supply a prize and we promote it to our audience of enthusiastic woodworkers through e-blasts and banner ads that run over a six-week period. When the contest ends, you get the names of all the entrants.

And Our Digital Reach Keeps Growing!

- **14,871,659** Website Annual Pageviews
- **6,897,350** Website Annual Unique Visitors
- **104,000** Newsletter List Size
- **346,027** Social Media Audience
- **203,000** YouTube Followers
Advertise on Our Website
Reach 575,000+ Unique Monthly Visitors

Ad specs: 40K file size; flash permitted

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>CPM</th>
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<tbody>
<tr>
<td>300x600</td>
<td>$15.00</td>
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<tr>
<td>970x250</td>
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<tr>
<td>728x90</td>
<td>$10.00</td>
</tr>
<tr>
<td>300x250</td>
<td>$10.00</td>
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E-Newsletter Advertising
Our e-newsletters deliver timely woodworking news to our 102,036 subscribers. These 100% opt-in readers want the latest woodworking news, including special offers.

List Size: 104,000 opt-in subscribers
Ad Specs: 300x250; 40K file size; flash not permitted

Send day: Monday, Wednesday and Friday; ad material due one week prior Rate: $1,250

Dedicated E-Blasts
An e-blast is a powerful marketing tool for announcing new products and special promotions.

List Size: 102,000 opt-in subscribers
Ad Specs: Only text, JPG, GIF and PNG images are allowed. 600 pixel maximum width for all images. Please provide a subject line no more the 12 words or 150 characters.

Send days: Monday, Thursday and Friday; ad material due one week prior Rate: $3,000

“30 DAYS FOR DAD” FATHER’S DAY GIVEAWAY
We’re celebrating Father’s Day but it’s our readers who are getting the gifts. In our Father’s Day Giveaway, readers have a chance to win a great prize from one of our advertisers every day from mid-May to Father’s Day in June. The contest will feature a May-June issue print ad designed like a calendar and a similar online calendar with each space on the calendar containing one prize donated by an advertiser. To enter, readers simply go to the website each day and register for that day’s prize.

We’ll promote the giveaway with the two-page “calendar” spread in the May-June issue of POPULAR WOODWORKING, ads on our website, announcements in our weekly newsletters and a dedicated e-blast. Along with their prize and name in the calendar, advertisers will have their logos displayed to reinforce their brands.

As an added bonus, advertisers will receive 300 names and email addresses of woodworkers who enter for each day purchased.

Ad Materials: Logo, product name(s)/model(s), JPG(s) of prize(s), linking URL(s) to tool, company URL, 35 to 50 words of copy

Materials Due: February 10 or sooner

<table>
<thead>
<tr>
<th>RATES</th>
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<tbody>
<tr>
<td>One Day/Prize</td>
<td>$600</td>
<td>Receive 300 email addresses</td>
</tr>
<tr>
<td>Two Days/Prizes</td>
<td>$1,150</td>
<td>Receive 600 email addresses</td>
</tr>
<tr>
<td>Three Days/Prizes</td>
<td>$1,650</td>
<td>Receive 900 email addresses</td>
</tr>
<tr>
<td>Four Days/Prizes</td>
<td>$2,100</td>
<td>Receive 1,200 email addresses</td>
</tr>
</tbody>
</table>
“DECEMBER TO REMEMBER” HOLIDAY GIVEAWAY

We’re celebrating Christmas but it’s our readers who are getting the gifts. In our December to Remember Holiday Giveaway, readers have a chance to win a great prize from one of our advertisers every day in December. The contest will feature a December print and online calendar with each space on the calendar containing one prize donated by an advertiser. To enter, readers simply go to the website each day and register for that day’s prize.

We’ll promote the giveaway with a two-page “calendar” spread in the December issue of POPULAR WOODWORKING, ads on our website, announcements in our weekly newsletters and a dedicated e-blast. Along with their prize and name in the calendar, advertisers will have their logos displayed underneath the calendar to reinforce their brands.

As an added bonus, advertisers will receive 300 names and email addresses of woodworkers who enter for each day purchased.

Ad Materials: Logo, product name(s)/model(s), JPG(s) of prize(s), linking URL(s) to tool, company URL, 35 to 50 words of copy

Materials Due: September 8 or sooner

<table>
<thead>
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<th>RATES</th>
<th>One Day/Prize</th>
<th>$600</th>
<th>Receive 300 email addresses</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Two Days/Prizes</td>
<td>$1,150</td>
<td>Receive 600 email addresses</td>
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<tr>
<td></td>
<td>Three Days/Prizes</td>
<td>$1,650</td>
<td>Receive 900 email addresses</td>
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<tr>
<td></td>
<td>Four Days/Prizes</td>
<td>$2,100</td>
<td>Receive 1,200 email addresses</td>
</tr>
</tbody>
</table>

New & Notable Products

Reach more than 240,000 woodworkers in our special print and online section!

Popular Woodworking’s special New & Notable Products section in the November issue is designed to help spread the word about your products just in time for the busy fall and winter woodworking season. The promotion is turnkey, combines print with online, reaches more than 225,000 woodworkers and is priced right at just $1,990.

Here’s how it works:

Print Component
The magazine will feature a special two-page section in the November issue made up of 12 1/6th-page, fixed-format ads (one product per ad).

Online Component
The online component will consist of two fixed-format group e-blasts of six advertisers each that’ll be sent to 115,000 opt-in subscribers on October 12 & 15.

<table>
<thead>
<tr>
<th>RATES</th>
<th>One 1/6th page ad + One blast ad</th>
<th>$1,990 net</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Two 1/6th page ads + Two blast ads</td>
<td>$3,540 net</td>
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All that’s needed are:
• Product image (hi-res JPG)
• Headline
• 50 to 75 words of copy
• Logo
• Website
• 800#
• Linking URL to product advertised

Materials due: August 6
2021 Editorial Calendar & Ad Close Dates

Mar/Apr
Modular Shop with 80/20 Aluminum ■ Steam Bent Coat Rack ■ Low VOC Finishes ■ Making a Guitar Part 2 ■ Mid-Century Built-In

Ad Close: Tuesday, December 15, 2020
Material Due: Monday, December 21, 2020
On Sale: Tuesday, February 23, 2021

May/June
Arts & Crafts Armoire ■ Pendant Light/Hand Saw Techniques ■ Making a Guitar Part 3 ■ Firewood Projects

Ad Close: Friday, February 26, 2021
Material Due: Friday, March 5, 2021
On Sale: Tuesday, April 27, 2021

July/Aug
Outdoor Lounge Chair ■ Shop Jigs ■ Spraying Finishes/Bushcraft Tools

Ad Close: Friday, April 23, 2021
Material Due: Friday, April 30, 2021
On Sale: Tuesday, June 22, 2021

Sept/Oct
Making Wooden Planes ■ Small Shop Dust Collection ■ Turning Large & Long Pieces/Caned Door Cabine ■ Carved Canoe Paddles

Ad Close: Friday, June 25, 2021
Material Due: Friday, July 2, 2021
On Sale: Tuesday, August 24, 2021

Nov/Dec
Best Tools of the Year ■ Ping Pong Table ■ Canvas Canoe ■ Advanced Bandsaw Techniques ■ Shop-Made Games ■ Arts & Crafts Bar Stool

Ad Close: Friday, August 27, 2021
Material Due: Friday, September 3, 2021
On Sale: Tuesday, October 26, 2021

Jan/Feb 2022
Music Stand & Stool ■ French Lyre-Legged Table ■ Timber Frame Workbench ■ Tall Art Deco Chest

Ad Close: Friday, October 29, 2021
Material Due: Friday, November 5, 2021
On Sale: Tuesday, December 28, 2021
## Print 2020 Advertising Opportunities & Rates (Net)

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<td>$6,980</td>
<td>$6,380</td>
<td>$6,190</td>
<td>$6,010</td>
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<td>1,175</td>
<td>1,075</td>
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<td>795</td>
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<td>$5,170</td>
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<td>$4,585</td>
<td>$4,450</td>
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<td>1,865</td>
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<td>1,140</td>
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<td>980</td>
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<td>870</td>
<td>795</td>
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<td>510</td>
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<td><strong>Covers</strong></td>
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<td>Inside Front</td>
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<td>$7,430</td>
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<td>7,335</td>
<td>7,120</td>
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<td>Outside Back</td>
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<td>7,975</td>
<td>7,740</td>
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<tr>
<td><strong>Product Showcase</strong></td>
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<tr>
<td>2 Inch</td>
<td>$520</td>
<td>$485</td>
<td>$440</td>
<td>$430</td>
<td>$415</td>
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<td>1-1/2 Inch</td>
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<td>365</td>
<td>335</td>
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<td>1 Inch</td>
<td>265</td>
<td>245</td>
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# Mechanical Requirements

**TRIM SIZE: 7.75” x 10.5” (7-3/4” x 10-1/2”)**

<table>
<thead>
<tr>
<th>Standard Unit</th>
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<td>15.75” x 10.75”</td>
<td>15” x 9.875”</td>
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<td>Full Page</td>
<td>6.875” x 9.75”</td>
<td>8” x 10.75”</td>
<td>7.25” x 9.875”</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>4.5” x 9.75”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page (digest)</td>
<td>4.5” x 7.25”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page (vertical)</td>
<td>3.3125” x 9.75”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>6.875” x 4.75”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>2.125” x 9.75”</td>
<td></td>
<td></td>
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<tr>
<td>1/3 Page (square)</td>
<td>4.5” x 4.75”</td>
<td></td>
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</tr>
<tr>
<td>1/4 Page</td>
<td>3.3125” x 4.75”</td>
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<td>1/6 Page (horizontal)</td>
<td>4.5” x 2.25”</td>
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<tr>
<td>1/6 Page (vertical)</td>
<td>2.125” x 4.75”</td>
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<tr>
<td>1/8 Page</td>
<td>3.3125” x 2.25”</td>
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</tr>
<tr>
<td>1/12 Page</td>
<td>2.125” x 2.25”</td>
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</tbody>
</table>

**MARKETPLACE**

- 2-inch Display: 2.125” x 2”
- 11/2-inch Display: 2.125” x 1.5”
- 1-inch Display: 2.125” x 1”

*All ads must reach at some point the width and height of the ad size ordered; otherwise the Publisher reserves the right to alter the size of the ad.

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## Ad Submission Specifications

### Digital Production Guidelines

Acceptable File Formats: Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

Note: All black text should be one-color

### Proofs

Critical color advertising should be accompanied with a SWOP certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser supplied SWOP Certified Proof.

### Artwork

Minimum resolution requirements; 300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.

### FTP Instructions

Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, etc.

Host: sftp.aimmedia.com
Port: 22999
User ID: FWMFTP
Password: Rabb1t

Go to the Inbound folder and look for the publication folder. Drag and drop your file into the publication folder. Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

Files under 10M can also be sent to: Julie Dillon at jdillon@aimmedia.com
Active Interest Media Advertising Terms & Conditions

1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney’s fees, collection agency fees, and court costs.

2. Active Interest Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person’s right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. Active Interest Media is not responsible for errors in key numbers or any other typesetting done by Active Interest Media. The advertiser and the advertising agency each agree to indemnify and save harmless Active Interest Media and its employees and representatives from any and all loss, expense, or other liability, including attorney’s fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. Active Interest Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, Active Interest Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose Active Interest Media to any liability. Active Interest Media’s failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for Active Interest Media’s charge for each advertisement placed. Thus, Active Interest Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document. Publisher reserves the right to reject any advertising for any reason, without liability. Publisher assumes no responsibility or liability for errors in advertisements provided by third-party.

6. In order to cancel a contract, Active Interest Media as well as the sales representative must be notified in writing.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to “pleasing color”. If a SWOP proof is not provided, Active Interest Media is not responsible for quality of reproduction. See more at: http://www.aimmedia.com/terms#sthash.755wRrkX.dpuf