

MICHIGAN GARDENER

MICHIGANGARDENER.COM • YOUR GUIDE TO GREAT LAKES GARDENING



MICHIGAN GARDENER

PROUDLY PUBLISHING SINCE 1996

2015 Advertising

Print & digital options for every budget...

Magazine

Reach over 70,000 garden enthusiasts throughout southeastern Michigan with Michigan's definitive local gardening guide.

Places to Grow

Highlight your business in this popular and comprehensive directory. Premium and Enhanced options include a direct link to your website in our digital magazine.

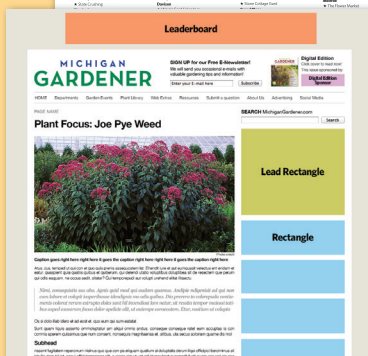
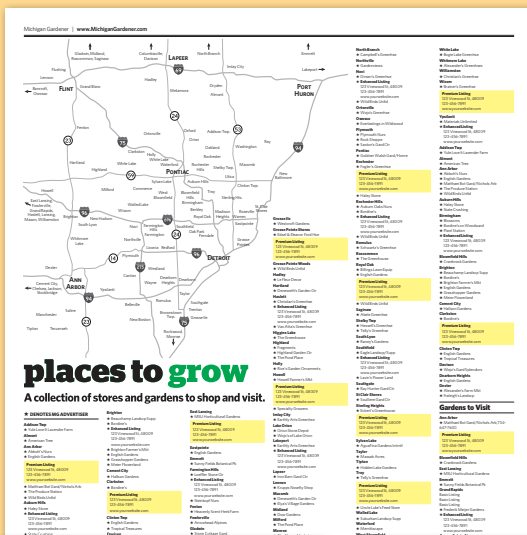
Website

Target our online readers with your display advertising message on MichiganGardener.com.

E-Newsletter

Drive traffic to your website or social media page by reaching our E-Newsletter subscribers directly in their e-mail inbox.

16291 W. 14 Mile Rd., Suite 5
 Beverly Hills, MI 48025-3327
phone 248-594-5563
fax 248-594-5564
e-mail publisher@MichiganGardener.com
web MichiganGardener.com



Readership

Michigan Gardener, published locally since 1996, is our region's leading gardening authority. Readers rely on Michigan Gardener for the most comprehensive local gardening information, including hands-on how-to columns, current event listings, plant features and new plant introductions, gardener profiles, and much more.

Michigan Gardener is the ideal place to reach your target market—**our readers are your potential customers:** master gardeners, garden clubs, plant societies, collector gardeners, new gardeners to the area, subdivision associations, professional gardeners, and landscapers. They are active, energetic people who enjoy creating beautiful landscapes and seeking out garden destinations, both near and far.

Our readers need to know who you are, where you are, and what you are all about. Michigan Gardener is where they turn to for guidance, inspiration, stores, and services. Don't miss this opportunity to **reach the right customers.**

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Circulation

- **Over 31,000 copies** per issue average
- 6 issues per year: April, May, June, Jul/Aug, Sep/Oct, Nov/Dec
- Free distribution throughout Southeastern Michigan at independent garden centers, hardware stores, home furnishing shops and more.

Testimonials

"Thanks for continuing to put out such a great and free publication. It's good for the entire Michigan nursery and landscape industry."

Mike Abbott
Owner, Abbott's Nursery & Garden Center



"We have been advertising in Michigan Gardener for many years. Our customers and staff use the magazine as their bible for what's new and what to do in the garden. It's filled with great information, specifically geared for our region. It's a great publication and a perfect place to target avid and novice gardeners."

Jennifer Youngquest
Director of Marketing, English Gardens



"Our customers love the magazine and really enjoy picking it up. It's classy and put together well. Michigan Gardener is the perfect place for us to advertise; our ad gets noticed by both current and potential customers."

George Papadelis
Owner,
Telly's Greenhouse

"Your ads are incredibly effective. Customers come from all over saying they found us in Michigan Gardener. They are plant collectors."

Merritt Wolson, Owner, Merrittscape



Our best clients come from Michigan Gardener. They are horticulturally knowledgeable and appreciate the service we provide.



Steve Martinko, Owner,
Contender's Tree & Lawn Specialists



"We have advertised with Michigan Gardener since their first issue. They are knowledgeable, critical, and innovative—all the help you could hope for as an advertiser."

Deborah Silver
Owner, Detroit Garden Works

"As a garden resource for consumers and an advertising tool for us advertisers, Michigan Gardener can't be topped!"

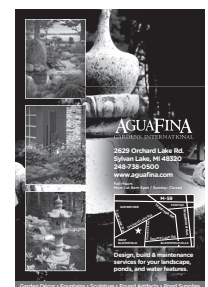
Bev Moss—Owner, Garden Rhythms

"An excellent schedule of classes... a very interesting and complete reference for people here in Michigan."

Dean Krauskopf
Host, The Garden Show, WJR-760AM

"We advertised a one-of-a-kind, upscale item and it sold quickly, to a customer from 75 miles away. So I know Michigan Gardener has great reach and that our ad works."

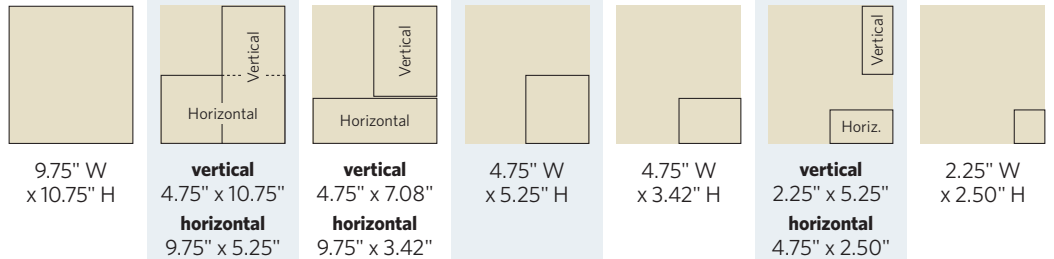
Daryl Toby, Owner,
AguaFina Gardens International



Black & White		Full Page	1/2	1/3	1/4	1/6	1/8	1/16
3 or 4 ads (cost per ad)	April & June	\$1245	730	520	415	335	285	185
	May	1305	765	545	435	350	295	195
	Jul/Aug, Sep/Oct, Nov/Dec	1095	650	470	380	305	255	165
5 ads (cost per ad)	April & June	1165	675	485	390	315	265	175
	May	1225	710	510	410	330	275	185
	Jul/Aug, Sep/Oct, Nov/Dec	1020	605	435	355	285	235	155
6 ads (cost per ad)	April & June	1095	625	455	365	295	245	165
	May	1155	660	480	385	310	255	175
	Jul/Aug, Sep/Oct, Nov/Dec	955	565	410	330	265	220	145

Questions?

Contact Eric Hofley:
248-594-5563 or
publisher@MichiganGardener.com



1- or 2-ad rates:
add 25% to the 3-ad rates

Color		Full Page	1/2	1/3	1/4	1/6	1/8	1/16
3 or 4 ads (cost per ad)	April & June	\$1840	1025	720	570	430	360	230
	May	1930	1075	755	595	445	370	240
	Jul/Aug, Sep/Oct, Nov/Dec	1690	945	665	545	400	330	210
5 ads (cost per ad)	April & June	1760	970	685	545	410	340	220
	May	1845	1020	720	570	425	350	230
	Jul/Aug, Sep/Oct, Nov/Dec	1615	895	630	520	380	310	200
6 ads (cost per ad)	April & June	1690	920	655	520	390	320	210
	May	1775	965	690	545	405	330	220
	Jul/Aug, Sep/Oct, Nov/Dec	1550	860	605	495	360	295	190

Center Advertising Section

One Center Section is available in each issue. It is printed on the same paper as the cover, which is heavier than the inside body pages. This section is a **4-page, full color section** stitched into the center of the magazine, and it is your space exclusively. Please contact us for more details.

Print Advertising Discounts

Prepaid ad orders..... 5% Camera-ready ads..... 10%

Ad Layout

Ad design and production is included in the above ad rates.

What you provide:

- Text, logos and photos

What we provide:

- Typesetting and layout
- E-mail proof

Items not included:

- Photo scans & retouching
- Printed color proofs

2015 Deadlines

	April	May	June	July/Aug	Sept/Oct	Nov/Dec
Ad materials due	Mar 11	Apr 9	May 8	Jun 10	Aug 10	Oct 8
Camera-ready due	Mar 16	Apr 16	May 15	Jun 17	Aug 17	Oct 15
Issue in stores	Apr 1	May 3	Jun 2	Jul 4	Sep 1	Nov 1
Circulation	34,000	38,000	34,000	27,000	27,000	27,000

Questions?

Please contact Eric Hofley:

phone 248-594-5563 fax 248-594-5564 e-mail publisher@MichiganGardener.com
16291 W. 14 Mile Rd., Suite 5 • Beverly Hills, MI 48025-3327 web MichiganGardener.com

Places to Grow is an advertising feature that appears in every issue of *Michigan Gardener*. This widely popular feature is the most comprehensive list of garden-related businesses in southeastern Michigan. It is an invaluable resource and planning tool that our readers use on shopping trips and excursions.

Michigan Gardener | www.MichiganGardener.com

places to grow
A collection of stores and gardens to shop and visit.

* DENOTES MG ADVERTISER

Ann Arbor
 * Life Love & Lavender Farm
 * American Tree
 * Abbot's Nursery
 * English Gardens
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
 * Matthaei Bot Gard/Nichols Arb
 * The Produce Station
 * Wild Birds Unltd
Auburn Hills
 * Haley Stone
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Birmingham
 * Blossoms
 * Bordine's on Woodward
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Bloomfield Hills
 * Cranbrook Gardens
Brighton
 * Beachamp Landscp Supp
 * Bordine's
 * Brighton Farmer's Mkt
 * English Gardens
 * Grasshopper Gardens
 * Meier Flowerland
Canton City
 * Hudson Gardens
Clarkston
 * Bordine's
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Clinton Twp
 * English Gardens
 * Tropical Treasures
Davison
 * State Crushing
Birmingham
 * Blossoms
 * Bordine's on Woodward
 * Plant Station
Bloomfield Hills
 * Cranbrook Gardens

East Lansing
 * MSU Horticultural Gardens
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com

Eastpointe
 * English Gardens
Emmett
 * Sunny Fields Botanical Pk
Farmington Hills
 * Leather Stone Ctr
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Fenton
 * Heavenly Scent Herb Farm
Flowerville
 * Amwood Alpines
Gladwin
 * Stone Cottage Gard
Grand Blanc
 * Bordine's
 * The Weed Lady
Grand Rapids
 * Frederik Meijer Gardens

Grosse Pointe Woods
 * Wild Birds Unltd
Holly
 * Rice's Garden Ornaments
Hovell
 * Specialty Growers
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com

Imley City
 * Earthly Arts Greenhouse
Lake Orion
 * Orion Stone Depot
 * Top of Lake Orion
Lakeport
 * Earthly Arts Greenhouse
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Lapeer
 * Iron Farm Gard Ctr
Lenon
 * Krupp Novelty Shop
Macomb
 * Deneveth's Garden Ctr
 * Elya's Village Gardens
Midland
 * Dew Gardens
Millford
 * The Pond Place
Monroe
 * The Flower Market
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
New Hudson
 * Milarch Nurseries

North Branch
 * Campbell's Greenhse
Northville
 * Gardenviews
Novi
 * Dineen's Greenhse
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
 * Wild Birds Unltd
Ortonville
 * Wagon's Greenhse
Owosso
 * Everlastings in Wildwood
Plymouth
 * Plymouth Nurseries
 * Rock Shoppe
 * Saxton's Gard Ctr
Pontiac
 * Golden Walsh Gard/Home
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Rochester Hills
 * Auburn Oaks Nurseries
 * Bordine's
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
 * Wild Birds Unltd
Romulus
 * Schwartz's Greenhse
Roscommon
 * The Greenhouse
Royal Oak
 * Billups Lawn Equip
 * English Gardens
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
 * Heath's Greenhse
Saginaw
 * Abele Greenhse
Shelby Twp
 * Kelly's Greenhse
South Lyon
 * Rainey's Gardens
Southfield
 * Eagle Landscp/Supp
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
 * Howell's Greenhse
Southgate
 * Ray Hunter Gard Ctr
 * Sculliere Gard Ctr
St Clair Shores
 * Eckler's Greenhse
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Sylvan Lake
 * Aguilina's Gardens Int'l
Taylor
 * Massab Acres
Tipton
 * Hidden Lake Gardens
Troy
 * Telly's Greenhse
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
 * Uncle Luke's Feed Store
Walled Lake
 * Suburban Landscp Supp
 * Merrittscape
West Bloomfield
 * English Gardens
 * Planter's Conservatory
Westland
 * Barton's Greenhse
 * Joe Randaizer's Nurseries

White Lake
 * Bogie Lake Greenhse
Whitmore Lake
 * Alexander's Greenhouses
Williamston
 * Christian's Greenhse
Wixom
 * Brainer's Greenhse
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Ypsilanti
 * Materials Unlimited
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Addition Twp
 * Mile Level Lavender Farm
Almont
 * American Tree
 * Abbot's Nurseries
 * English Gardens
 * Matthaei Bot Gard/Nichols Arb
 * The Produce Station
 * Wild Birds Unltd
Auburn Hills
 * Haley Stone
Birmingham
 * Blossoms
 * Bordine's on Woodward
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Bloomfield Hills
 * Cranbrook Gardens
Brighton
 * Beachamp Landscp Supp
 * Bordine's
 * Brighton Farmer's Mkt
 * English Gardens
 * Grasshopper Gardens
 * Meier Flowerland
Canton City
 * Hudson Gardens
Clarkston
 * Bordine's
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Clinton Twp
 * English Gardens
 * Tropical Treasures
Davison
 * Wagon's Gard Splendors
Dearborn Heights
 * English Gardens
Dexter
 * Alexander's Farm Mkt
 * Fraleigh's Landscp

Gardens to Visit
Ann Arbor
 * Matthaei Bot Gard/Nichols Arb/734-6470600
Premium Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Bloomfield Hills
 * Cranbrook Gardens
East Lansing
 * MSU Horticultural Gardens
Emmett
 * Sunny Fields Botanical Pk
Grand Rapids
 * Basic Listing
 * Basic Listing
 * Basic Listing
 * Frederik Meijer Gardens
Enhanced Listing
 123 Vinewood St, 48009
 123-456-7891
 www.yourwebsite.com
Grosse Pointe Shores
 * Edson & Eleanor Ford Hse
Midland
 * Dow Gardens
Tipton
 * Hidden Lake Gardens

Premium Listing
 4-line **highlighted** listing includes:
 • Business Name
 • Address
 • Phone
 • Website or E-mail (your choice)

Enhanced Listing
 4-line listing includes:
 • Business Name
 • Address
 • Phone
 • Website or E-mail (your choice)

Basic Listing
 • Business Name

Payment
 Due in advance

Valid through October 10, 2015

- **MichiganGardener.com** readers visit our website regularly for event listings, feature articles, answers to gardening questions, bonus magazine content, and much more.
- Your ad will appear on every page of our website. Rectangle ads will rotate through a series of positions.



Leaderboard

Mar, Apr, May, Jun,
Jul, Aug, Sep, Oct..... \$195/month
Nov, Dec, Jan, Feb..... \$115/month

Digital Edition Sponsor

April-December \$80/month
January, February, March \$60/month

Lead Rectangle

Mar, Apr, May, Jun,
Jul, Aug, Sep, Oct..... \$195/month
Nov, Dec, Jan, Feb..... \$115/month

Rectangle

Mar, Apr, May, Jun,
Jul, Aug, Sep, Oct..... \$90/month
Nov, Dec, Jan, Feb..... \$60/month

Ad Production

You provide a logo and ad text, and we take care of the rest. We will send you a proof for approval before publication.

Ad production fee: \$40 one-time cost

Ad change fee: \$20

Acceptable formats for Customer-Produced ads

If you prefer to design your own display ad, please save ads in GIF, PNG or JPG formats. No ads in Flash format are accepted.

Ad Dimensions

Leaderboard: 728 pixels wide x 90 pixels high

Lead Rectangle: 300 pixels wide x 250 pixels high

Rectangle: 300 pixels wide x 100 pixels high

Links

When readers click on your ad, a new browser window will open and it will display your website.

Payment

Payment for website advertising is due in advance.

Questions?

Please contact Eric Hofley:

phone 248-594-5563 fax 248-594-5564 e-mail publisher@MichiganGardener.com
16291 W. 14 Mile Rd., Suite 5 • Beverly Hills, MI 48025-3327 web MichiganGardener.com

Having trouble viewing this e-mail? Click to view in your browser.

Banner

MICHIGAN
GARDENER E-Newsletter

Letter from the editor

Mo blatur ad exlam intur aspellit bestur, consece sequasp emumquatus qui quam faccus aut quas ipid ea consequad quam aut ulorpreped ut la sendi aut volores dotum faccobrepere ea sit et maio to et voloreperi dis earchit, ipiet laut qui blaccum ut lis dolorem re nistium, velqui de lit que odpidu sdani-mus diti ulparumquos autempero beaqui ut quas Eric Hofley, Editor and Publisher

Lead Box

Wildlife Garden Photo Contest
Attention garden photographers! Send us your best photo of wildlife in your garden. From birds to foxes and everything in between, we want to see your photos. We'll select a winner from the submissions and publish the image in the newsletter. The winner will receive ...

Full Line - 1st Position


Ask the Experts
We pruned our globe blue spruce late last fall and it looked bad this spring. Will new growth be enough to fill it in again? Should we not prune it at all? When should it be pruned? J.D., New Lothrop, MI
Beverly Moss, Garden Rhythms: Picea pungens 'Glauca Globosa' is an attractive dwarf conifer that grows slowly to about 4 feet tall and only slightly wider. Its blue foliage and disciplined size make it a desirable conifer in the residential landscape.

Full Line - 2nd Position

Ask the Experts
Our normally healthy Japanese maple dropped many leaves in early May, mostly from the upper portion of the tree. Many of the leaves are brittle and curling. What is the cause? Should we fertilize? What should we do?
Beverly Moss, Garden Rhythms:
The Japanese maple is showing the dried leaves on top as it is a more horizontal branching tree and frost "drops" on the tops of plants. The tree will continue to drop the compromised leaves as it sends energy to the growth tips to make new ones. No need to prune.

Full Line

Art in the Garden



Public Garden - Philadelphia, Pennsylvania

1/2 Line

1/2 Line

Garden Thoughts
Mulch Ring - Give your trees a bit of a buffer. Surround the trunks with a wide ring of mulch (making sure it doesn't touch the trunk itself). This "moat" will serve as protection from the lawn mower and string trimmer. And it will allow you to easily examine the bark for signs of borers and other.
— Excerpted from A Gardener's Notebook, Life with My Garden

1/3 Line

1/3 Line

1/3 Line

Event Calendar: Mark down these fun events!

- Sample Event: Information would appear here right here it would appear
- Sample Event: Information would appear here right here it would appear

For a complete list of upcoming gardening events check the calendar in the current print issue of Michigan Gardener or on our website at michigangardener.com.

Michigan Gardener
www.michigangardener.com
facebook.com/michigangardener
twitter.com/michigangardener
Interested in advertising in Michigan Gardener?
Printed Magazine: Display ads, Classified ads, Places to Grow
E-Newsletter: Display ads, Event listings
Website: Display ads
Click here to download our advertising information.

← **Banner**
\$235

← **Lead Box**
\$235

← **Full Line
1ST POSITION**
\$195

← **Full Line
2ND POSITION**
\$165

← **Full Line**
\$145

← **1/2 Line**
\$105

← **1/3 Line**
\$85

← **Event Listing**
Event Name & Date
\$15 for advertisers
\$30 for non-advertisers

2015 Deadlines

E-NEWSLETTER	ADS DUE	SEND DATE
April	March 16	April 1
Early May	April 16	April 29
Mid May	April 16	May 14
June	May 16	June 2
July	June 17	July 1
September	August 14	September 1

Ad Dimensions

Banner.....	580 pixels wide	x 75 pixels high
Lead Box.....	235 pixels wide	x 200 pixels high
Full Line	580 pixels wide	x 60 pixels high
1/2 Line.....	277 pixels wide	x 75 pixels high
1/3 Line.....	175 pixels wide	x 90 pixels high

Ad Production

You provide a logo and ad text, and we take care of the rest. We will send you a proof for approval before publication.

Ad production fee: \$40 one-time cost

Ad change fee: \$20

**Acceptable formats for
Customer-Produced ads**

If you prefer to design your own display ad, please save ads in GIF, PNG or JPG formats.

No ads in Flash format are accepted.

Links

Your ad or event listing is linked to your website. When readers click on your ad or event listing, a new browser window will open and it will display your website.

Payment

Payment for E-Newsletter advertising is due in advance.

Questions?

Please contact Eric Hofley:

phone 248-594-5563 fax 248-594-5564 e-mail publisher@MichiganGardener.com
16291 W. 14 Mile Rd., Suite 5 • Beverly Hills, MI 48025-3327 web MichiganGardener.com

Frequency Discounts

- **3x, 4x, and 5x ad orders need not be taken consecutively, but must be taken within a 12 month period. 6x ad orders must be taken consecutively.**
- Advertisers contracted at a frequency discount rate who fail to place the minimum number of insertions to earn such a rate will be billed for the difference between the amount paid and the amount due under the frequency discount for which they qualify.
- All ad rates are NET to *Michigan Gardener*.

Specific Positions

- Specific position requests: add 15%. Specific position requests can be accommodated based on the layout of the issue. Position of ad is not guaranteed unless a position is specifically contracted.

Covers/Prime Positions

- | | |
|----------------------------|-----------------------|
| | <u>Add to ad rate</u> |
| ▪ Inside Front Cover | 35% |
| ▪ Page 3 | 40% |
| ▪ Page 5 | 20% |
| ▪ Inside Back Cover | 20% |
- Publisher reserves the right to move a smaller ad with a prime position contract if a larger-sized ad contracts for the same position (e.g. a half-page ad would be moved from the inside back cover to another available page if a full-page ad contracts for the inside back cover).
 - For both print and online prime positions, ad orders with more insertions take precedence over orders with fewer insertions (e.g. an order for a 12-month Leaderboard position would take precedence over a 6-month order for the same position).

Center Advertising Section

- One Center Section is available in each issue. It is printed on the same paper as the cover, which is heavier than the inside body pages. This section is a 4-page, full color section stitched into the center of the magazine, and it is your space exclusively.
- Pricing includes printing and insertion costs, as well as design and layout (photos are not included).
- Please contact us for more details.
April, May, or June: \$4485 per issue
Jul/Aug, Sep/Oct, or Nov/Dec: \$3685 per issue

Ad Approval Process

- Proofs of ads prepared by the publisher are forwarded to the advertiser for approval. Ad proofs must be approved by the advertiser prior to publication.
- **Advertisers have final responsibility for error detection.**
- If time constraints eliminate the proof/ approval process or if the advertiser does not respond in a timely manner, the contract for space reservation prevails and the advertiser agrees to full payment for the preparation and printing of the ad, regardless of possible error.
- The publisher is not responsible for errors in provided camera-ready copy or ad proofs approved by the advertiser or the advertiser's representative.

Release Fees

- *Michigan Gardener* holds the copyright to all ads produced by *Michigan Gardener*. To reuse the ad in other media, a release fee is required: Black & white ads: 10% of ad cost (\$95 minimum). Color ads: 10% of ad cost (\$195 minimum).

Ad Cancellations

- Cancellation of advertisements must be submitted in writing and received by the publisher before the deadline entitled "Ad Materials Due." Cancellations are not accepted after this deadline.
 - If advertiser does not cancel advertising as described in "Ad Cancellations":
1. Advertiser shall remain responsible for any and all obligations in the advertising contract, including but not limited to payment obligations.
 2. Advertiser's previous ad will be printed in the contracted issue or the ad space will be replaced at the discretion of the publisher.

Payment - Account Terms

- All 1x ads must be paid in advance.
- All first-time ads must be paid in advance.
- Publisher reserves the right to apply frequency discounts as a rebate on the final ad insertion of the ad order.
- Publisher reserves the right to require credit references to approve credit.
- Invoices will be considered delinquent if payment is not received within prescribed terms and will be subject to a monthly 1.5% finance charge. Account delinquency may prevent the advertiser from reserving space in future issues.

- If payment is not received within approved terms, frequency and camera-ready deductions shall be forfeited.
- Tearsheets are typically sent with invoices, but failure to do so does not remove the advertiser's responsibility to pay any invoice according to the stated terms.
- In the event that collection action is necessary, all collection costs and attorney fees can be recovered from the advertiser.

Additional Contract Conditions

- The publisher reserves the right to reject or omit any portion of an advertisement for any reason.
- Neither the advertiser nor the publisher will be responsible for misinformation, typographical errors, omission, etc., contained therein.
- The publisher is not liable for failure to provide advertising space or to publish an ad due to circumstances beyond the publisher's control.
- The publisher shall not be liable for typographical errors which do not lessen the value of an advertisement. Ad rate adjustments for advertising errors will be based on the opinion of the publisher as to what percentage the error detracts from the total advertising message. In order to make such adjustments, the publisher must be notified in writing before the advertising deadline for the issue following the issue containing the discrepancy. Compensation will be in the form of credit for future advertising or deduction from any outstanding invoice.
- In no event shall the publisher's liability exceed the total amount paid to the publisher by the advertiser under the terms of the advertising contract. Additionally, in no event shall the publisher be liable for damages of any kind which are related to or which may arise from the loss of business or profits of the advertiser.
- Advertiser agrees to indemnify and hold the publisher harmless from and against any and all claims of loss, personal injury, or property damage by the advertiser or third parties which arise out of or which are related to the content of the ad or use of the advertiser's products or services.
- Unless otherwise expressly stated in the terms of the advertising contract, the publication of the advertiser's ad by the publisher is in no way an endorsement or recommendation by the publisher of the advertiser's products or services.

Questions?

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