

## Advertisement Guidelines

- All images must be at least 300 dpi
- All ads must be built in CMYK Photoshop files (eps or tiff). PDF files also acceptable if optimized for print (CMYK).
- All font (printer and screen) and image files must be attached when applicable
- Include a proof so we can compare and look for variances!

If you e-mail, we ask that you also send a color proof through the US Mail Certified or private express courier service. We need to be able to compare your ad with what we have printed when looking for errors.

Advertiser agrees to indemnify and protect the publisher from loss or expense on claims or suits based upon contents of the subject matter of such advertisements. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person's name or photograph. Publisher assumes no responsibility for insertion of incorrect key number or incorrect advertisement or omission of any advertisement. Publisher may request samples of merchandise or verification of services advertised in *Colorado Explorer Magazine*. Publisher reserves the right to insert above any copy the word advertisement. No cancellations are accepted after applicable closing dates, and advertiser will be charged for the space reserved. Proofs will be mailed or faxed to advertisers who submit copy materials by deadline. No proofs will be provided for camera-ready ads, classifieds, or listing ads.

Acceptance of advertising is subject to publisher's approval. *Colorado Explorer Magazine* reserves the right to decline or reject any advertising for any reason, at any time without liability, even though previously acknowledged or accepted.

Terms, Discounts: Credit references and/or payment are required in advance of insertion. All invoices are payable upon receipt and are considered past-due on the 31<sup>st</sup> day after the invoice date. Frequency discounts must be earned within a 12-month period. Schedules not completed are subject to a short rate. 15% discount (from gross) is offered to legitimate nonprofit organizations as determined by publisher.

Upon verbal or written placement of advertising insertion order, advertiser and its agency will be presumed to have read this information page and to have agreed to its conditions unless exceptions are noted in writing.

A production fee of \$60 per hour is charged for any design work done by *Colorado Explorer Magazine* (average time per ad is about one hour). This includes any changes or additions to "camera-ready" or "pickup ads" supplied by the advertiser or agency.

**Deadlines:** For us to produce a high quality ad, we must have your materials by the deadline listed in the **Editorial Calendar**. No cancellations accepted after deadline.

**Mail submissions to:**

Publisher  
Colorado Explorer Magazine  
16316 Prairie Farm Circle  
Parker, CO, 80134

**E-mail submissions to:**

**Publisher@coloradoexplorer.com**