

## AD PLACEMENT AGREEMENT

EXPIRES DECEMBER 1, 2008

### BILLING INFORMATION

**1** COMPANY \_\_\_\_\_  
 AGENCY (if applicable) \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_  
 BILLING ADDRESS \_\_\_\_\_  
 \_\_\_\_\_  
 PHONE \_\_\_\_\_  
 FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

### DIRECTORY LISTING (AS YOU WOULD LIKE IT TO BE PRINTED)

COMPANY NAME \_\_\_\_\_  
 \_\_\_\_\_  
 BUSINESS ADDRESS (include city & state, street address optional)  
 \_\_\_\_\_  
 PHONE (local) \_\_\_\_\_  
 PHONE (toll free) \_\_\_\_\_  
 WEBSITE \_\_\_\_\_

**FREE LISTING MESSAGE** FREE with ad, limit: 25 words. Over 25 words may be edited. (Listing Message must be provided by the ad placement deadline.) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### 2a INSERTION ORDER

Circle all items applicable.  
See mechanical specifications below.

Deduct 10% for multiple insertion discount

EDITION	DEADLINE	1/4 PAGE	1/2 PAGE	FULL PAGE	1 COLOR	FULL COLOR
<input type="checkbox"/> 2009 Edition	<input type="checkbox"/> December 1	<input type="checkbox"/> \$360	<input type="checkbox"/> \$670	<input type="checkbox"/> \$1,170	<input type="checkbox"/> \$150	<input type="checkbox"/> \$300

**2b** COVER OR SPECIAL PLACEMENT \_\_\_\_\_ TOTAL \$ \_\_\_\_\_  
 Special Instructions: \_\_\_\_\_

### 3 AD SUBMITTAL OPTIONS

- Please have Milestone Media Group design my ad  
Additional fees apply. This is a one-time fee unless you change your ad.
- Electronic file submittal on disk, email, or ftp  
Submit to [magazine@caringcommunities.org](mailto:magazine@caringcommunities.org).  
Call for ftp information. (See mechanical specifications.)
- Enclosed is my hard copy ad layout  
Additional fees apply. *PLEASE NOTE: Sometimes quality & sharpness of ad could be compromised if not submitted electronically.*
- Use my existing ad(s) on file
  - as last printed
  - with modification(s) (please note)

### 4 TOTAL COSTS

Ad Costs (2a): TOTAL \$ \_\_\_\_\_  
 Less Discount: \$ - \_\_\_\_\_  
 Special Costs (2b): \$ \_\_\_\_\_  
 Design Fee: \$ \_\_\_\_\_  
 TOTAL DUE: \$ \_\_\_\_\_

### MECHANICAL SPECIFICATIONS

Ad Sizes: 1/4 Page (2 1/4"W x 3 1/2"H)  
 1/2 Page (4 5/8"W x 3 1/2"H)  
 Full Page (4 5/8"W x 7 1/8"H)  
 Please use only Grayscale or CMYK for color ads. TIFF or PDF file formats are preferred. Please don't use file compression or downsampling below 300 dpi. All files must be at least 300 dpi. Please feel free to contact us with any questions you may have.

### 5 PAYMENT OPTIONS

**Terms: Net amt. due by deadline**  
 Finance charges will be added to all past due balances.  
 18% Annual Rate. **Make Checks Payable To:**  
 Milestone Media Group, Inc.  
 5360-E Enterprise St.  
 Eldersburg, MD 21784



Office: 410-549-5490  VISA  
 Fax: 410-549-6467  MC  
 Toll-Free: 1-877-856-5490  AM EX

CARD # \_\_\_\_\_  
 NAME ON CARD \_\_\_\_\_  
 EXP. DATE \_\_\_\_\_

Address on card different than Billing Address  
 \_\_\_\_\_  
 \_\_\_\_\_

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

*The above signature indicates agreement with all terms and conditions on back of this form.*

## TERMS & CONDITIONS

1. *MILESTONE MEDIA GROUP, INC.* and *CARING COMMUNITIES, INC.* do not endorse advertisers and do not guarantee the accuracy of any claims made by advertisers.
2. All orders are subject to publisher's acceptance. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the publication.
3. *MILESTONE MEDIA GROUP, INC.* and *CARING COMMUNITIES, INC.* endeavor to provide completely accurate information in all advertising. Proofs on advertisements created by the publisher will be forwarded for approval. If changes or corrections are needed, they must be so noted on the proof and the proof returned to the publisher within one week of its receipt by the advertiser. Otherwise, no guarantee can be made of the changes requested.
4. The publisher shall not be liable for failure to publish or distribute all or any part of the guide because of labor dispute, accidents, fires, acts of God, or any other circumstances beyond the publisher's control. Further, in case of error or failure to print an advertisement, liability is limited to the cost of the advertisement.
5. By signing the Ad Placement Agreement, advertiser understands that payment is due by the first due date, that all discounts are contingent upon prompt payment, and that if allowed to run, past due balances are subject to an 18% Annual Rate late payment penalty. CANCELLATION PRIOR TO PUBLICATION IS SUBJECT TO A 5% CANCELLATION FEE. This agreement is entered into and governed by the laws of the State of Maryland. If credit is issued, advertiser to pay interest and all collection costs, necessary to satisfy the account, including, but not limited to, collection fees, lawyer fees, postage and delivery, and process server fees.
6. The advertiser shall indemnify and hold harmless *MILESTONE MEDIA GROUP, INC.* and *CARING COMMUNITIES, INC.*, its agents and employees, from and against any and all actions, claims, liabilities, demands, costs and expenses, including costs and attorney fees, from the publication of advertising material, or the content of any text, illustrations or copyrights, furnished by the advertiser.

## MECHANICAL SPECIFICATIONS

	1/4 PG	1/2 PG	FULL PG	*FULL PG-BLEED	*2 PG-SPREAD
AD SIZES	2 1/4"W x 3 1/2"H	4 5/8"W x 3 1/2"H	4 5/8"W x 7 1/8"H	5 3/8"W x 8 3/8"H	10.75"W x 8 3/8" H

\* Include an 1/8" bleed on outside edges.

### IMAGE SETTINGS

#### Color Settings:

Use ONLY CMYK or Grayscale. Convert all spot colors to process or black.

**NOTE: For 1-color ads** - house colors are built in CMYK process. Close PMS (Pantone Matching System) available at extra charge. Convert the spot channel/color to CMYK before submission.

#### Quality Settings

Do not use images below 300 dpi. Never increase the size of an image or artwork. Newspaper and magazine art and photos are not acceptable for reproduction due to previous applied screens.

**NOTE: For image files** - scan original images at 600 dpi and reduce to 300 dpi if necessary.

### ELECTRONIC FILE FORMAT

PDF or TIFF file formats are preferred.

#### Applications Accepted:

Adobe Acrobat (PDF)  
Adobe InDesign (PDF)  
Adobe Illustrator (PDF)  
Adobe Photoshop (PSD or TIFF)  
QuarkXPress (EPS or PDF)

**NOTE: For PDF files** - do not use compression and embed all fonts & subset all fonts below 100%. Do not use OPI or include hyperlinks. Please call for advanced settings.

**NOTE: For EPS files** - do not use compression. Please outline all text and strokes.

**NOTE: For PSD files** - do not use compression. Please rasterize all text layers. Maintain either CMYK or a single Gray channel(s). Please do not send a file type other than a PSD or TIFF.

### AD SIZES

See ad sizes above.

**NOTE: For full-page ads with bleed & 2-page spreads** - please include an 1/8" of bleed. For covers, use full-page ad size with bleed.

### CONTACT US

Please contact the Milestone Media Group Production Department with any further questions you may have.  
410-549-5490 LOCAL  
1-877-856-5490 TOLL-FREE  
magazine@caringcommunities.org EMAIL

Please send all materials for ad submission or design to: Milestone Media Group, Inc.  
Attn: Production Department  
5360-E Enterprise St.  
Eldersburg, MD 21784

**EXPIRES DECEMBER 1, 2008**

CALL CARING COMMUNITIES

**1-866-227-4644**

IN COLLABORATION WITH MILESTONE MEDIA GROUP, INC.

**CONTACT A MEMBER  
OF OUR FRIENDLY  
SALES STAFF TODAY!**