

## POLICIES

*Direct Selling News (DSN)* is a controlled circulation publication distributed to approximately 6,000 network marketing and direct selling executives and industry insiders.

**INSERTS:** Do not send preprinted inserts to *Direct Selling News*. Contact *DSN* for pricing, shipping instructions and specifications.

**SHORT RATE AND REBATE:** If more or fewer insertions (or spaces) are used within one year than specified in the agreement, charges will be adjusted to correspond with earned rates.

**SPECIAL POSITION:** Will be charged an additional 10%. If special position is not purchased, ad placement will be rotated as determined by *DSN*'s needs. Orders specifying positions, other than those known as designated positions, are accepted on a request basis only, subject to the right of *Direct Selling News* to determine actual positions.

**TERMS:** Terms of payment are net 30 and payments are due in U.S. currency.

## PRODUCTION REQUIREMENTS

*Direct Selling News* is printed on a sheet-fed printer on 70-lb, glossy white paper ensuring commercial-grade quality. Advertising files must be submitted as a high-resolution, press-quality PDF. All color elements must be CMYK, and all images must be a minimum of 300 dpi and CMYK.

Ad must be set up for the correct size. Advertiser is responsible for preflighting files.

**OTHER MATERIALS:** The *Direct Selling News* art department, and authorized outside resources, may modify or create production materials for advertisers. Other design or production work is billable at commercial rates with a minimum charge of \$50.

**PROOFS:** An authorized advertiser representative must approve in writing and return a proof of any production work done by *Direct Selling News* before the ad can be printed.

**SCHEDULES:** Copy closing dates refer to deadlines for acceptable production materials. Any such materials delivered to *Direct Selling News* requiring modification will incur additional time to ensure proper review and finalization to meet the intended deadline.

**LIABILITY:** Production materials are accepted with the understanding that they will be printed at commercial magazine quality. Spot colors matched in process colors may vary significantly from PMS or other samples. Process color materials printed in *Direct Selling News* may not match the brightness, color or clarity of proofs made by other methods or on other papers. *Direct Selling News* will not be liable for any claim resulting from its perceived failure to match a color printed by another technique.

## COPY AND CONTRACT REGULATIONS

All advertising reservations require a written or emailed insertion order.

All orders are accepted subject to acts of God, such as fires, accidents or other occurrences beyond *DSN*'s control (whether like or unlike any of those enumerated herein) which prevent *Direct Selling News* from partially or completely producing, publishing or distributing *Direct Selling News*. The advertiser and its agency, if there be one, each represents that it is fully authorized and licensed to use:

- (1) The names and/or portraits or pictures of persons, living or dead, or things
- (2) Any trademarks, copyrighted or otherwise private material
- (3) Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in *Direct Selling News*, and that such advertisement is neither libelous, an invasion of privacy or in any way unlawful to any third party.

As part of the consideration, and to induce *Direct Selling News* to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless *Direct Selling News* against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of such advertisement.

*Direct Selling News* will not be bound by any conditions whatsoever appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained in the *Direct Selling News* Rate Card or with its policies.

*Direct Selling News* reserves the right to add the word "Advertisement" to any advertising which, in *DSN*'s opinion, simulates editorial. *DSN* reserves the right to reject advertising which, in *DSN*'s sole judgment, it considers objectionable or unsuitable. Contracts for advertising shall be deemed to have been made in the County of Collin, Texas, and the laws of Texas shall apply to such contracts. Any dispute arising between any advertiser and *Direct Selling News* as a result of the purchase and/or placement of advertising in *Direct Selling News* shall be adjudicated in a court of competent jurisdiction in the County of Collin, Texas.

**ISSUANCE AND CLOSING DATES:** *Direct Selling News* is published near the first week of every month. If client is under contract and artwork has not been submitted by closing date, *DSN* has the right to pick up client's previous ad.