



ADVERTISING RATES & REQUIREMENTS

PUBLICATION DATE: 1st business day of each month.



DIMENSIONS

	width" x height"
Full	9.675 x 11.325 (with white border)
	Trim: 10.75 x 12.5 (Where page is cut. Keep all text and important graphics well within this boundary)
	Bleed: 11 x 12.75 (where artwork needs to extend to make sure graphics "bleed" off the page)
3/4	9.675x8.5
1/2 horizontal.....	9.675x5.5
1/2 vertical.....	4.75x11.325
1/3 vertical.....	4.75 x 7.5
1/3 horizontal.....	9.675x3.675
1/4	4.75 x 5.5
1/4 banner.....	9.675x2.75
1/6	4.75 x 3.675
1/6 banner.....	9.675 x 1.75
1/8 (black & white only).....	4.75 x 2.75
1/12 (black & white only).....	4.75 x 1.75

MONTHLY RATES

Size	1 Month	3 Months	6 Months	12 Months
1/12	\$140	\$130	\$120	\$110
1/8	\$225	\$210	\$195	\$180
1/6	\$375	\$355	\$335	\$315
1/4	\$475	\$450	\$425	\$400
1/3	\$640	\$610	\$580	\$550
1/2	\$825	\$790	\$755	\$720
3/4	\$970	\$930	\$890	\$850
Full	\$1,250	\$1,225	\$1,175	\$1,125

Back Cover (when available).....\$2,000

Inside Front/Back Cover—Full (when available)..... \$1,350

Inside Front/Back Cover—1/2 (when available)..... \$775

SPECIFIC AD PLACEMENT—ADD 10%

See TERMS & CONDITIONS on the next page for additional information.

All contract prices are costs per month • Rates and sizes effective June 1, 2010

*Ads include limited free design, copy-writing and photography, provided the ad is turned in before deadline. More information about ad policies on the next page.

Four States Living Magazine

4106 SUMMERHILL SQUARE • TEXARKANA, TEXAS 75503 • PHONE: 903-792-2262 • FAX: 903-792-4081

EMAIL: info@fourstatesliving.com • www.fourstatesliving.com

We are glad to advise on any questions or concerns you may have about file preparation, rates, or specifications.

FSLM'S AD ACCEPTANCE POLICY

Ads will be considered reserved upon receipt of signed insertion order.

PRINTING SPECIFICATIONS

COVER PAGES: 80# Web Enamel with a UV coating. 4-color process inks are used (cyan, magenta, yellow, black). No PMS inks are available.*

INTERIOR PAGES : 50# Web Enamel. 4-color process inks are used (cyan, magenta, yellow, black). No PMS inks are available.*

*Color Reproduction: We strive to match our client's color specifications, but cannot guarantee a perfect match.

Line Screen: 175

Images: 300 dpi

Black Ink Limit: 90%

Total Ink Limit: 300 maximum density

Color Highlight: 2% minimum dot

Dot Gain on Press: 15-18%

High Resolution PDF files are encouraged.

Ads may be submitted as QuarkXpress, PageMaker, Illustrator, FreeHand, Photoshop, EPS, JPEG, TIFF, or PDF.

Make sure all fonts are embedded converted to outlines or included with file and always save with Acrobat 5.0 (or higher) compatibility. For color ads, please make sure all images are converted to CMYK before saving in PDF format. If this is not done and problems occur with a PDF file submitted, Four States Living Magazine will not be held responsible for correcting the ad.

Microsoft Word files are acceptable for text only. Photos or logos must be submitted separately.

We will not accept Microsoft Publisher Files!

Files may be accepted on CD or emailed to your sales rep or wbrooks@fourstatesliving.com.

Ads must be accompanied by any and all fonts and artwork files used to create the ad, as well as a print out. Macintosh format is preferred, but PC format is acceptable.

Images downloaded from websites at a resolution lower than specified above are not acceptable.

ERRORS AND CORRECTIONS

FSLM will not be held responsible for errors in an ad that has been proofed and approved by an advertising client. Any errors in an ad made on the part of FSLM will be considered for a make-good and should be reported to your account representative within the month of publication.

If an ad is submitted "camera-ready" (which is defined as no corrections, additions or changes are to be made to the submitted file) Four States Living Magazine will not be held responsible for typographic errors, color reproduction, photo quality or any other problems associated with production of the ad.

DESIGN SERVICES

Four States Living Magazine offers limited free design, copy-writing and photography, provided the ad is turned in before deadline. However, there may, at times, be additional charges for extra time and materials used in the production of your ad. Prior notification will be given should extra charges be incurred. Corrections will be made free of charge until closing date; however,

alterations in the copy and design originally submitted or after the closing date will incur additional production charges, at a cost of \$50 per hour, with a minimum of \$25.

ADVERTISING OWNERSHIP TERMS AND CONDITIONS

If Four States Living Magazine prepares or delivers to Advertiser any advertising, work product or other content ("Four States Living Magazine Content"), Advertiser agrees that no portion of the Four States Living Magazine Content shall be a "work made for hire" (as such term is used in the United States Copyright Act), and that Four States Living Magazine shall retain sole and exclusive title to such Four States Living Magazine Content. That notwithstanding, Four States Living Magazine and Advertiser may agree on additional terms, in the form of a purchase order or other written instrument, for Four States Living Magazine to sell Four States Living Magazine Content to Advertiser, and title to such Four States Living Magazine Content shall transfer to Advertiser; provided, however, that in the event such Four States Living Magazine Content contains any material or elements not specifically created for Advertiser pursuant to the Insertion Order ("Stock Material"), such Stock Material shall not be deemed a "work made for hire" and exclusive title to such Stock Material shall be retained by Four States Living Magazine.

PHOTOGRAPHY

Four States Living Magazine will provide photography on request for one photo per ad, per month. Each additional photo used or if retakes are needed, a charge of \$25 per photo will be assessed. Photos are property of Four States Living Magazine and cannot be used in any other publication unless permission is granted by the publisher.

RETURN POLICY

Advertisers wishing to have original art, film, or disks returned should include a self-addressed label with such items. Unless instructed differently, all ads will be discarded after 12 months.

SPECIAL PLACEMENT

Advertisers may request special ad placement. All granted requests will result in additional costs based on size and placement (see rate sheet). Requests will be considered on a first come, first serve basis subject to availability.

FREQUENCY DISCOUNT CONTRACTS

Multiple insertions must be specified in original order, and advertising schedule must be completed within one year of first insertion. Earned rates apply if contract is not fulfilled.

AGENCY DISCOUNT

Prices are net.

CANCELLATIONS

All ad or contract cancellations must be made in writing prior to the closing date. Any advertisers canceling after this deadline will incur a fee to be determined by Four States Living Magazine management based on size, quantity, and date of cancellation.

RATE CHANGES

Advertising rates are subject to change at any time. Written contracts in effect at the time of a

rate change will be honored but not extended.

RESTRICTIONS

All ads are subject to the approval of Four States Living Magazine. No attempt to simulate Four States Living Magazine's editorial format is permitted. Advertisements which, in the judgment of the publisher, are not identifiable as such, will be labeled "advertisement."

Advertising in Four States Living Magazine does not necessarily imply the endorsement of the publisher.

STATEMENT OF LIABILITY

Four States Living Magazine reserves the right to refuse, cancel, or redesign any ad which, in its judgment, does not conform to the standards of the publication. Four States Living Magazine is not liable for any costs relative to an advertisement that has been rejected.

Four States Living Magazine shall not be responsible for failure to publish an advertisement or for typographical errors in publications. All advertisers will receive a proof copy of their ad before publication and must return a signed copy of the supplied proof approval form before the closing date. Failure to do so implies the advertiser assumes all liability for content of all advertising copy printed and agrees to hold Four States Living Magazine harmless from all claims arising therefrom.

INDEMNIFICATION

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless Four States Living Magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

BILLING

Invoices due net 30 days to established agencies and advertisers. New advertisers and unlisted agencies must establish credit by sending full payment with first order and completing a credit application that is subject to review. All accounts over 30 days will be charged 1.5% of the unpaid balance per month and may be subject to additional collection fees. Publisher reserves the right to refuse ads until balance is paid.