

Commission & Closing Dates

Agency Commission - 15%

Published four times annually. Last advertising forms close 20 days before the first day of the publication month for providing press-ready PDF files. Advertising material to be "pubset" should be submitted 30 days before the first day of the publication month.

Agency Commissions

The standard commission rate for agencies on all display advertising is 15% if paid in full within 30 days. Agencies are responsible for supplying all materials to the production department including the advertisement in digital file and a color proof copy. Agencies are therefore responsible for any production charges that may arise if the terms are not fulfilled. In the event that an agency fails to make a payment within 60 days after the advertisers, who shares liability will be responsible for payment.

Cancellations

Cancellations are not accepted after scheduled closing date. Any cancellation prior to the closing date must be in writing and signed by the advertiser / agency and the publisher. All cancellations are subject to short rate where applicable.

Production Requirements

Digital Files (PC or MAC) Acceptable media on CD-Rom, via email, or FTP site upload.

Email the production manager for FTP site instruction: productionmanager@marinelink.com

Files Format* PDF file, optimized for Press Output. All elements must be converted to CMYK color in the native software before the PDF is created. TIFF files are also acceptable. Minimum resolution for quality reproduction: 300 pixels per inch / 118 pixels per centimeter.

*It is the policy of New Wave Media not to accept any native application files such as Quark, in Design, Photoshop, or Illustrator. Please provide a press-ready (convert all RGB Pantone or spot colors to CMYK) PDF or TIFF file. Please create outlines for any custom, proprietary or purchased fonts. A color proof is required for any ad incorporating high-resolution (300 dots per inch preferred) images. If a color proof is not supplied and/or fonts are not embedded properly, New Wave Media cannot guarantee content or color and the client or agency assumes all responsibility for image reproduction. The supplied color proof must meet all SWOP specifications and must include a 6mm 5%, 25%, 50%, 75% and 100% CMYK patch strip for quality color. If all materials have been received prior to the materials deadline, an EPSON- quality digital proof may be ordered from New Wave Media for \$75. Any ad revisions done by the production department at the request of the advertiser will also incur a charge.

The publisher reserves the right to reject any advertisement. Charges for production work billed at no cost. Inserts: consult publisher for specifications and rates.

Credit terms: All invoice payment terms are Net 30 days: In the event that the invoice is not paid within 30 days, the publisher reserves the right to charge a 1% monthly interest on unpaid balances. The publisher reserves the right to hold or cancel any program ad from an account that is over 90 days past due. We reserve the right to turn any account that is over 90 days past due over to a collection agency. If an account is turned over to a collection agency the client will be solely responsible for any fees related to the collection of the money owed due to the collection process including any lawyer's fees.

