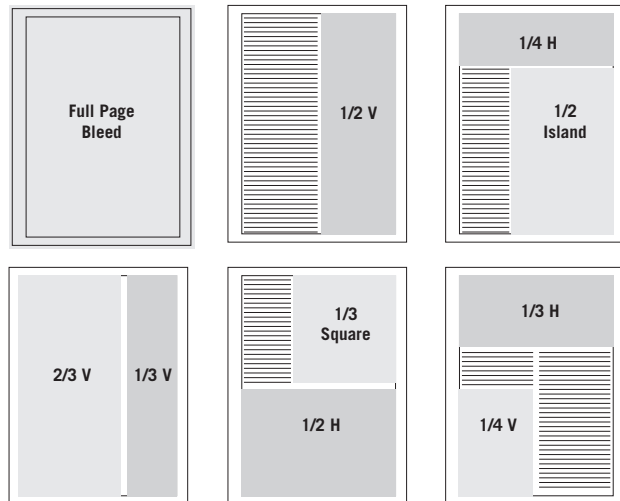


MECHANICAL SPECIFICATIONS

Printing: Web offset
Binding: Perfect bound
Trim Size: 8 1/8" x 10 3/4"
Full Page Bleed: 8 3/8" x 11" (allow 1/8" on all sides for trimming)
Live Image Area: 7" x 10"

For more information on ad sizes and mechanical specs, contact sales@poolspamarketing.com



ADVERTISEMENT DIMENSIONS

Ads	WIDTH	x	HEIGHT
Double Page Spread	16 1/4"	x	10 3/4"
1/2 Page Spread	16 1/4"	x	5 3/8"
Full Page	8 1/8"	x	10 3/4"
2/3 Page Vertical	4 5/8"	x	10"
1/2 Page Island	4 5/8"	x	7 1/2"
1/2 Page Horizontal	7"	x	4 7/8"
1/2 Page Vertical	3 3/8"	x	10"
1/3 Page Square	4 5/8"	x	4 7/8"
1/3 Page Horizontal	7"	x	3 1/4"
1/3 Page Vertical	2 1/4"	x	10"
1/4 Page Horizontal	7"	x	2 3/8"
1/4 Page Vertical	3 3/8"	x	4 7/8"

Bleed Unit Sizes

Double Page Spread	16 1/2"	x	11"
1/2 Page Spread	16 1/2"	x	5 1/2"
Full Page	8 3/8"	x	11"

Marketplace Sizes

1/6 Page Horizontal	4 5/8"	x	2 3/8"
1/6 Page Vertical	2 1/4"	x	4 7/8"
1/12 Page Square	2 1/4"	x	2 3/8"

CONTRACT GUARANTEES: An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/ agency will be re-billed at the actual frequency rate.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

All advertisements are non-cancellable after the space closing date.

INSERTS/OUTSERTS: Provided by advertiser and subject to prior approval by the publisher.

PROTECTIVE CLAUSE: Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

PAYMENT TERMS: Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

POOL & SPA MARKETING

INCLUDING
PISCINES
& SPAS

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