



2021 Magazine Ad Production Specifications, Terms & Conditions

Effective January 2021

1. DISPLAY ADVERTISING

As used in this section, the term “Publisher” shall refer to the Informa WealthManagement.com publications.

a. Frequency:

Number of units within 12 months from date of first insertion in contract period determines frequency rate.

b. Spit Runs and Combinations:

Consult Publisher.

c. Supplied Inserts and Business Reply Cards (BRCs):

Accepted in all issues on a space-available basis. Special charges in addition to space rates are non-commissionable. For more information, contact your local sales representative.

d. Special Position:

Cover 2.....	45% premium
Cover 3.....	35% premium
Cover 4.....	45% premium

All other special positions: 15% premium. Special positions are subject to availability. For more information, contact your local sales representative.

e. Short Rates: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher’s sole discretion for the difference to reflect the rate that is actually earned. For example, advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

2. COMMISSIONS AND CASH DISCOUNTS

a. Commissions: 15% of the gross billing allowed to recognize advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser’s material must be camera-ready to qualify for agency commission. Accounts payable within 30 (thirty) days. No cash discounts allowed.

b. Sequential Liability: Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

3. TERMS AND CONDITIONS

a. Terms of Sale: Net thirty days from date of the invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

b. Indemnity: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication’s standards, policies and principles. The Publisher reserves the right to add the word “Advertisement” at the top and/or bottom of, or anywhere within any publication page, that in the Publisher’s sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication’s rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stop- pages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser’s materials. The Publisher’s liability for any error will not exceed the charge for the advertisement in question. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser’s copy/ materials. Advertising rates, terms and conditions set forth in the 2020 rate cards shall govern all transactions and supersede any other

information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card.

c. Cancellations: Cancellations must be submitted in writing, accepted up to 45 days prior to closing date published on the editorial calendar for ROB space and 90 days advance notice for Preferred or Specified positions. Cover positions are non-cancelable. Verbal cancellations will not be accepted.

d. Lines of Credit: Advertiser’s line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

e. Past Due Accounts: Orders may be held at the Publisher’s sole discretion.

f. Collection-related Issues: If the Publisher must refer Advertiser’s delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys’ or collection agency’s fees, court costs, and other collection costs in connection with the Publisher’s collection efforts.

g. Jurisdiction: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

h. Notification to Publisher: If the Advertising Agency and/or Advertiser change their address or there is a change of ownership or control of their company, please notify the publisher of this change within ten working days.

i. Definitions: As used in this section, the term “Publisher” shall refer to the Informa Wealth Management Group publications.



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4. DIGITAL EDITION VIDEO REQUIREMENTS

File types accepted: AVI, F4V, FLV, MOV, MP4, MPG, MPEG, SWF and WMV

Size requirements: Videos files should not exceed 25MB in size and Adobe Flash content (SWF) files should not exceed 700KS in size.

YouTube files: YouTube URLs can be embedded if the advertiser has already posted a video to their YouTube page.

Video files due date: No later than 5 days prior to publication mailing date.

5. MECHANICAL REQUIREMENTS

Visit <https://informa.sendmyad.com> for more info and guidelines — look under the FAQ and Ad Sizes tabs. All advertising materials can be uploaded as a PDF. Your PDF should conform to the PDF/X-1a specification—however, this is not always possible. If you have questions regarding acceptable file formats, please contact your production coordinator, Lauren Loya at lauren.loya@informa.com.

a. Type or Page Size: Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads, and are subject to a 10% surcharge.

b. Specs

Full Page Specs

Full Page Trim	7.5" wide x 10.5" tall
Full Page Live Area	7" wide x 10" tall
Bleed	Extend bleed 0.125" beyond trim

Spread Specs

Trim	15" wide x 10.5" tall
Live Area	14.5" wide x 10" tall
Bleed	Extend Bleed 0.125" beyond trim

Fractionals Specs

2/3 Page	4.5" x 9.75"
1/2 Page (Horizontal)	7" x 4.625"
1/3 Page (Vertical)	2.3125" x 9.75"
1/4 page (Vertical)	3.375" x 4.625"

* All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.

Print ad specs and guidelines: assets.penton.com/sma/PASG_2020.pdf

Contact Ad Production Coordinator for special project specs.

c. Printing: Web offset.

d. Binding: Perfect

6. SUBMISSION SPECIFICATIONS

Please refrain from emailing print ad material directly to the production department. Informa publications now use an ad portal called SendMyAd to collect print ads. Please upload your print ads via <https://informa.sendmyad.com>. It takes one minute to create an account and log in. Then, sending your ad is easy.

The advantages of the ad portal include instant file analysis and troubleshooting suggestions. The ad portal allows you to check the ad, reposition the ad, and revise and re-upload the ad one time. When the ad looks like it is ready to print as intended, click Approve to sign off on the ad. If a revision has not resolved the issue with the ad, or if you would like assistance, contact your print production coordinator, Lauren Loya at lauren.loya@informa.com.

This demo shows how to upload, reposition and approve an ad. Find more how-to videos, ad sizes, InDesign templates and frequently asked questions under the Get Help tab in the ad portal or contact the production coordinator.

We thank you for submitting your print ad via <https://informa.sendmyad.com>

a. Any files received that do not meet our requirements will result in a request for resubmission.

b. The Publisher will not alter or edit any ad materials. If you are unable to meet the specifications as outlined above, contact your Ad Coordinator to make special arrangements.

c. For more information on rates, see the rates section in the 2020 WealthManagement.com Media Kit.

Shipping Addresses:

Informa does not anticipate manufacturing problems but we cannot guarantee 100% accurate color reproduction without a SWOP-certified color proof. If you choose to send them please send color proofs by the print material deadline to:

E-mail: lauren.loya@informa.com

Informa

Attn: Lauren Loya

22701 W. 68th Terrace, Ste. 100

Shawnee, KS 66226

Online & Newsletter Materials

Hannah Ward, Campaign Analyst, Advertising Solutions Group

E-mail: Hannah.Ward@informa.com

Phone: 913-967-7237

7. PRINT FREQUENCY AND CLOSING DATES

a. *Wealth Management* will publish 12x in 2021.

Trusts & Estates will publish 12x in 2021.

b. Ad closing date is approximately 30 days prior to publication date. Materials due approximately one week after ad closing date. Refer to 2020 Editorial Calendar for precise ad closing and material due dates.

c. Publisher reserves the right to change publication frequency, circulation and editorial calendar content.

9. SUBSCRIPTION INFORMATION

a. Wealth Management Subscription Rates

United States: 1 year—\$59. Canada: 1 year—\$71.

All other: 1 year—\$83.

Subscription contact: 866.505.7173

b. Trusts & Estates Subscription Rates

United States: 1 year—\$275; 2 year—\$440. Canada: 1 year—\$288;

2 year—\$466. All other: 1 year—\$301; 2 year—\$492.

Subscription contact: 800.229.0543