

KEY COMMUNICATIONS INC.

Your Media Solution

2017 Mechanical Specifications

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As used in this section of the Media Planner, the term "Publisher" refers to Key Communications Inc.

Key Communications Inc.
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Print Specifications

General Printing Specifications

- **Digital submissions only**—PDF files are preferred.
- **Halftones**—133 line screen.
- **Standards**—AAAA/MPAA/ABP standards.
- **Electronic Output**—One output from disk or email per advertisement included. \$45 per color additional charge to re-output due to missing or incorrect materials.
- **Media**—Positive print copy and SWOP color keys are recommended. PDF files are required. (Note: Publisher does not accept Microsoft Word or Microsoft Publisher files.)

Publishing Details

- 1. Bleeds & Spreads**—Keep live matter $\frac{1}{8}$ -inch (0.375) from trim, head, foot and binding edge. Keep crop marks and printer marks outside of the plate area.
*All measurements in inches.
- 2. Negatives**—Not accepted.
- 3. Guidance Materials**—For all color advertising (two or more colors), a Match Print, Chromalin, Fuji or similar SWOP proof with color bars on publication proofing stock is recommended. For all black/white advertising, a hard copy (print-out) should be provided.

4. Trim & Bleeds—Trim sizes are as follows:

- **USGlass** magazine and *Architects' Guide to Glass & Metal*8 $\frac{1}{8}$ x 10 $\frac{1}{8}$ inches
 - **DWM, AGRR™** and **WINDOW FILM** magazines8 x 10 $\frac{1}{8}$ inches
 - **Auto Glass Journal™**5 $\frac{1}{2}$ x 8 $\frac{1}{2}$ inches
- There should be a bleed tolerance of $\frac{1}{8}$ -inch (0.125) and margin tolerance of $\frac{1}{8}$ inch. Keep crop marks and printer marks outside of the plate area.
*All measurements in inches.
*A \$35 charge will be incurred to remove crop marks or printer marks inside the plate area.

Closing & Publication Dates

- **For Space**—See individual issues and months.
- **For Material**—Due no later than two days after space deadlines.
- **Cancellations**—Cancellations are accepted up until the cancellation date. The cancellation date for monthly publications is either the first day of the month prior to the first issue date (for example, February 1 for the March issue), or the advertising deadline, whichever comes first. The cancellation date for magazines printed less than monthly is the first of the month, one month prior to the first month of issue date or the advertising deadline, whichever is earlier (for example, February 1 for the March/April issue). Non-cancelable contracts may not be cancelled and charges will still apply even if ad is not published.

Printing Specifications



Print Sizes (in inches)

Plate size.....	8 $\frac{5}{8}$ x 11 $\frac{1}{8}$ (8.625 x 11.125)
Trim size	8 $\frac{3}{8}$ x 10 $\frac{7}{8}$ (8.375 x 10.875)
Spreads: Plate size	17 x 11 $\frac{1}{8}$ (17 x 11.125)
Trim size	16 $\frac{3}{4}$ x 10 $\frac{7}{8}$ (16.75 x 10.875)
2-Page Spread	17x11 $\frac{1}{8}$ w/ bleed
Full Page	8 $\frac{5}{8}$ x 11 $\frac{1}{8}$ w/ bleed
2/3 Vertical.....	4 $\frac{3}{4}$ x 9 $\frac{3}{4}$
1/2 Vertical.....	3 $\frac{1}{2}$ x 9 $\frac{3}{4}$
Half Horizontal	7 $\frac{1}{8}$ x 4 $\frac{7}{8}$
Half Island	4 $\frac{3}{4}$ x 7 $\frac{3}{8}$
1/3 Vertical.....	2 $\frac{3}{8}$ x 9 $\frac{3}{4}$
1/3 Square.....	4 $\frac{3}{4}$ x 4 $\frac{3}{4}$
1/4 Square.....	3 $\frac{1}{2}$ x 4 $\frac{3}{4}$

2-Page Spread

17 x 11 $\frac{1}{8}$
w/ bleed

Full Page

8 $\frac{5}{8}$ x 11 $\frac{1}{8}$
w/ bleed

Half Horizontal

7 $\frac{1}{8}$ x 4 $\frac{7}{8}$

4 $\frac{3}{4}$ x 7 $\frac{3}{8}$

Island

$\frac{2}{3}$
Vertical

4 $\frac{3}{4}$ x 9 $\frac{3}{4}$

3 $\frac{1}{2}$
x
9 $\frac{3}{4}$

Half Vertical

2 $\frac{3}{8}$
x
9 $\frac{3}{4}$

$\frac{1}{3}$
Vertical

1/4 Square

3 $\frac{1}{2}$
x
4 $\frac{3}{4}$

1/2 Square

4 $\frac{3}{4}$ x 4 $\frac{3}{4}$



Plate size	8¼ x 11 (8.25 x 11)
Trim size	8 x 10¾ (8 x 10.75)
Spreads: Plate size	16¼ x 11 (16.25 x 11)
Trim size.....	16 x 10¾ (16 x 10.75)
2-Page Saad	16¼ x 11 w/ bleed
Full Page	8¼ x 11 w/ bleed
¾ Vertical	4⅝ x 10
½ Vertical	3⅜ x 10
Half Horizontal	7 x 4⅞
Half Island	4¼ x 7½
⅓ Vertical	2⅜ x 10
⅓ Square	4⅜ x 4⅜
¼ Square	3⅜ x 4⅜

2-Page Spread

16¼ x 11
w/ bleed

Full Page

8¼ x 11
w/ bleed

Half Horizontal

7 x 4⅞

4¼ x 7½

Island

¾
Vertical

4⅝ x 10

3⅜
x
10

Half Vertical

2⅜
x
10

⅓
Vertical

¼ Square

3⅜
x
4⅞

⅓ Square

4⅝ x 4⅝



Plate size	5¾ x 8¾ (5.75 x 8.75)
Trim size	5½ x 8½ (5.5 x 8.5)
Spreads: Plate size	11¼ x 8¾ (11.25 x 8.75)
Trim size.....	11 x 8.5

2-Page Spread

11¼ x 8¾
w/ bleed

Full Page

5¾ x 8¾
w/ bleed

Half Horizontal

4¾ x 3⅞



Terms and Conditions, Print

As used in this section of the Media Planner, the term "Publisher" refers to Key Communications Inc.

- 1. Rates**—All insertion orders accepted are subject to provisions of our current rates as detailed herein. Rates are subject to change at any time upon notice from the publisher.
- 2. Cancellations**—Cancellations or changes in orders may not be made by advertiser or its agency after the cancellation date(s) as stated above. All cancellations must be made in writing and faxed to 540/720-5687 by the cancellation date. Any cancellation must be made in writing with an acknowledgement sent from Publisher. Any cancellation of space reservations in whole or part by advertiser will result in an adjustment of the rate (short-rating) to reflect the actual space used at that earned frequency or volume rate and at the 2017 gross rate. In the event a cancellation is received after the cancellation deadline and no materials have been submitted, a net cancellation fee of \$2,000 per advertisement will be due and payable, except for non-cancellable ads. Non-cancellable contracts and premium positions may not be cancelled for any reason and charges will still apply even if ad is not published.
- 3. Agency Commissions**—Fifteen percent of gross billings is allowed to recognized agencies on space, color and position, provided the invoice is paid within 30 days. If an invoice remains due beyond 60 days, the 15-percent agency discount is forfeited and the gross amount becomes due and payable immediately. Production changes are not commissionable.
- 4. Short Rates and Rebates**—Advertisers will be short-rated if, within a calendar year, they do not use the amount of space upon which their billings have been based. Short rates will be based on frequency earned against published rates. Rebates will be earned and applied to billings, when, in a 12-month period following the first insertion, the advertiser runs sufficient space to qualify for the lower rate. Such adjustments shall be made based on the number of ads published, not the number contracted.
- 5. Indemnification**—Advertisers are accepted upon representation that an advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
- 6. Approval**—All advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time with or without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy as it deems necessary and to include outserts, cover wraps, false covers or belly bands on issues.
- 7. Acceptance**—All insertion orders for advertising are accepted subject to the terms and provisions of this Media Planner. Publication of the advertisement represents acceptance of the order. The Publisher will not be bound by any condition, printed or otherwise, appearing on any order blank, insertion order, contract provided when they conflict with the terms and/or conditions of this document. Any insertion of advertising made by the agency or advertiser represents acceptance by both the agency and the advertiser of all terms and conditions of this document. Failure of the advertiser and/or agency to make the order correspond in price or otherwise to the rate schedule herein is regarded only as a clerical error and publication of the advertisement will be made and charged for upon the terms and conditions set forth in this Media Planner. The Publisher will not honor rates or data derived from other sources unless in conformance with this document.
- 8. Contract Terms**—Frequency and other discounts remain in effect only for completed contracts. Contracts that are cancelled or reduced in size are "short-rated" and ads already published will be billed at published rates. Value-added considerations will also be billed at published rates.
- 9. Deadlines**—Advertisements received after the issue closing date will not be subject to usual review and quality checks by Publisher prior to printing and may incur charges associated with late insertions.
- 10. Positioning**—Positioning of advertisements is at the discretion of Publisher except when a paid preferred position has been ordered with premium payment. No other placements are guaranteed.
- 11. Right of Refusal**—An advertiser with a 6-month or more contract on a paid preferred position will have the right of refusal for the same space. The right of refusal will end 30 days prior to the contract end date or 15 days after when another advertiser signs a contingent order for that location, whichever comes first.
- 12. Force Majeure**—Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action, terrorism, war, act of nature, civil unrest, labor or material shortages, transportation interruption of any kind or any condition beyond the control of Publisher affecting delivery.
- 13. Liability**—Publisher has the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or agency ordered. In submitting an advertising insertion order, advertisers agree to pay all costs for collection including reasonable attorneys' fees in the event of a default, and interest at the rate of 1½ percent per month (18 percent per annum) plus attorney's fees and collection costs on all invoices 30 days or older. Publisher has no liability for errors in pub-set copy, key numbers or advertisers' index. Publisher is not liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the b/w space occupied by the ad in error. Publisher is not responsible for errors due to improper file preparation. Additional charges may apply to prepare the ad for print reproduction.
- 14. Agency Liability**—Advertiser and agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.
- 15. Payment Terms**—Payment is due prior to publication in the first issue, after which a net 30 credit program can be established. For companies with credit terms, payment in full is due 30 days from invoice date. A finance charge of 18 percent per annum (1½ percent per month) will be assessed on all overdue balances and advertiser is liable for any and all legal fees, collection fees and court costs involved in collection. Publisher reserves the right to refuse to publish any advertisement it deems as unsuitable or to extend credit to any company it deems unworthy. For advertisers or companies without credit terms, payment is due at the time the order is placed. Publisher reserves the right to hold any and all materials provided by advertiser in the event of overdue outstanding balances. No credit will be extended without the completion of a signed credit application and approval from Publisher.
- 16. Disclaimer**—Conditions other than rates are subject to change by Publisher without notice. No conditions other than those set forth in this brochure are binding on Publisher unless specifically agreed in writing by Publisher. Publisher is not bound by the conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the document. Advertisers assume responsibility for all content within promotional items sent (i.e. email blasts, sponsored links, video commercials).
- 17. Jurisdiction**—Any and all agreements are governed by the laws of the Commonwealth of Virginia, County of Stafford and adjudicated there.
- 18. Communication**—By entering a business agreement with Publisher, I allow Publisher, all affiliated members, editors, groups and other employees to contact me via email, direct mail, phone and/or fax.

Inserts

For best results, advertiser should furnish a sample of the insert at least one month prior to issue deadline for review. Publisher also may print inserts at advertiser's request. Payment for printing and postage of inserts is due prior to publication. Inserts should be furnished printed, flat and untrimmed. Regular page rates apply. Additional charges for overweight paper, postage charges for loose inserts (called outserts), back-up or tip-ons apply. All supplied inserts not conforming to specs are subject to additional charges as incurred. Contact publisher for additional specifications.

Insert Specs

Pre-printed inserts on 50-lb. text or lighter stock are charged at the one-page, color rate for each actual turned page up to 8½ x 11 size. Heavier stock requires an additional postage fee. All inserts must be received by the printer no later than the closing date for that magazine. See individual magazine section for more details.

Inserts for **USGlass**, **DWM**, **AGRR™**, *Architects' Guide to Glass & Metal* and *WINDOW FILM* should be delivered to:

Sheridan Printing
69 Lyme Rd., Hanover, NH 03755 USA
Attn: Donna Hendee
Package should be clearly marked with "Name of Magazine/Issue Month/Year."

For inserts in *Auto Glass Journal™*, please contact the Key production department.

Outserts & Polybag Stuffers

These are available upon request for all magazines. Please contact your sales manager for more details. Postage charges may apply.

Submissions for Print Display Ads

Publisher requires digital ads. Please meet the following guidelines:

- A. Images**—All continuous tone images (grayscale and color scans) should have a resolution of 300 dpi at 100 percent. Scanned black and white line art should have a minimum resolution of 1200 dpi at 100 percent.
- B. Color**—All color files should be created as CMYK builds, not RGB files. A \$55 conversion charge applies to convert any RGB files submitted. Pantone colors should be shown as builds of CMYK unless the ad is to print in the Pantone ink with Pantone ink ordered.
- C. Proofs**—A black and white composite and color-separated laser proof should be provided with ad submission. If the ad contains builds of two or more colors, a laminated or high-end digital SWOP color proof (such as O.R.I.S. or Approval) is recommended. Publisher is not responsible for shifts in color due to the differences between the file and the proof. A \$55 plus shipping fee will be required when requesting a SWOP proof from the printer.
- D. Fonts**—Send all postscript fonts and printer fonts used in the file. Use only Type 1 fonts. True Type fonts will be accepted only if they are embedded in the file. Remember that fonts embedded in .eps files must be provided as well.
- E. Labeling**—The media supplied (USB (thumbdrive), CD, email, etc.) should be labeled as follows: advertiser name, return address, contact name and phone number, list of content (including the name and version of the software programs used) and the name and month of the publication in which it is to appear.
- F. Storage**—Unless otherwise requested and approved in advance of publication, no cds, electronic files, etc. will be returned. They will be stored electronically by publisher for a short time, after which time they may be destroyed.

- G. Submission**—PDFs are preferred. Send only page layout, fonts and graphics files used in your ad. Include a printout of the content of your disk. Provide a pre-flight report (such as "Collect for Output" in Quark).
- H. FTP**—Files can be submitted via our online drop box at www.glass.com/uploads. For the username and password, please contact our advertising coordinator at 540/720-5584. Type this address into your Internet browser and you will see two fields. Using the Browse button, find your file on your system and upload it into the first field. In the second field, use the drop down menu to select the correct magazine. Once the file is posted, please email the exact name of the file to advertising@glass.com. A soft proof will be provided to you for your approval. A printed proof of your ad is recommended. We also recommend a SWOP color proof for color ads. A SWOP proof from the printer requires a \$55 plus shipping fee.
- I. Soft Proofs**—A soft proof of the ad will be sent to the advertiser for all ads sent in before the closing date. Due to the production schedule, the publisher cannot wait more than 2 days for approval on soft proofs and if no response is received by then, ad will be considered accepted by advertiser.
- J. Design**—The publisher is able to create artwork for you if you are unable to supply it yourself. A \$150 charge applies for each hour of design time. Minimum design time is one hour.
- K. Note**—Publisher is not responsible for errors due to improper file preparation. Additional charges will apply to prepare or correct the ad for print reproduction including text changes. For more information about digital ads, see the advertising section of our website or call for a digital preparation checklist.

Digital Specifications

For placements within:

- **USGlass** (usglassmag.com),
- **USGlass News Network/USGNN.com™** e-newsletter
- **DWM** (dwmmag.com)
- **DWM** e-newsletter
- **AGRR** (agrmmag.com)
- **AGRR™/glassBYTEs.com™** e-newsletter
- **WINDOW FILM** (windowfilmmag.com)
- **Focus on Film** e-newsletter
- **Architects' Guide to Glass & Metal** (glassguides.com)
- **Auto Glass Journal™** (autoglassjournal.com)
- **TintTV** (tinttv.com)

KEY COMMUNICATIONS INC.

Digital Ad Sizes

728 x 90 Leaderboard Ad web only

**650 x 375
Splash Image**

Can be modified in size and even hold video.
Only available on websites.

**300 x 250
Rollover or
Box Ad**
web only

**150
x
600**

Skyscraper Ad
For e-newsletter only

475 x 100 Standard Ad

Terms and Conditions, Digital Advertising

1. **Rates**—All insertion orders are accepted subject to provisions of our current rates as detailed herein. Rates are subject to change upon notice from the Publisher.
2. **Cancellations**—Cancellations or changes in orders may not be made by advertiser or its agency after the digital placement has been contracted and paid. Placement may be selected to not run, but no refund will be given. Non-cancellable and premium positions are not cancellable.
3. **Agency Commissions**—All digital advertisements are net rates.
4. **Indemnification**—Advertisers are accepted upon representation that an advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
5. **Approval**—All advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time with or without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy as it deems necessary.
6. **Acceptance**—All insertion orders for advertising are accepted subject to the terms and provisions of the Publisher's Media Planner. Publication of the advertisement represents acceptance of the order. The Publisher will not be bound by any condition, printed or otherwise, appearing on any order blank, insertion order, contract when they conflict with the terms and/or conditions of this document. Any insertion of advertising made by the agency or advertiser represents acceptance by both the agency and the advertiser of all terms and conditions of this document. Failure of the advertiser and/or agency to make the order correspond in price or otherwise to the rate schedule herein is regarded only as a clerical error. The Publisher will not honor rates or data derived from other sources unless in conformance with this document.
7. **Deadlines**—Advertisements received less than 48 hours prior to scheduled placement date will not be subject to usual review and quality checks by Publisher prior to publishing and may incur rush charges associated with late insertions. If a placement needs to occur faster than the allotted 48 hours there will be a rush upload fee of \$50. Any new ads or banner ad changes requested within a contracted placement time will be billed \$25 per change.
8. **Positioning**—Positioning of advertisements is at the discretion of Publisher except when a paid preferred position has been ordered with premium payment. No other placements are guaranteed.
9. **Right of Refusal**—An advertiser with a 6 month or more contract on a paid preferred position will have the right of refusal for the same space. The Right of Refusal will end 30 days prior to the contract end date or 15 days after another advertiser signs a contingent order for that location, whichever comes first.
10. **Force Majeure**—Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action, terrorism, war, act of nature, civil unrest, labor or material shortages, transportation interruption of any kind or any condition beyond the control of Publisher affecting delivery.
11. **Liability**—Publisher has the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or agency ordered. In submitting an advertising insertion order, advertisers agree to pay all costs for collection including reasonable attorneys' fees in the event of a default, and interest at the rate of 1½ percent per month (18 percent per annum) on all invoices 30 days or older plus attorney's fees and collection costs. Publisher has no liability for errors. Publisher is not liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the ad in error. Publisher is not responsible for errors due to improper

file preparation. Additional charges may apply to prepare the ad for digital placement.

12. **Agency Liability**—Advertiser and agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.
13. **Payment Terms**—Payment is required in full, as contracted, 48 hours prior to scheduled start date. If payment in full is not received 48 hours prior, Publisher is not held liable if placement does not occur as originally contracted. Requested location placements cannot be guaranteed without payment in full.
14. **Disclaimer**—Conditions other than rates are subject to change by Publisher without notice. No conditions other than those set forth in this brochure are binding on Publisher unless specifically agreed in writing by Publisher. Publisher is not bound by the conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this document. Advertisers assume responsibility for all content within promotional items sent. i.e. Email blasts, sponsored links, video commercials.
15. **Jurisdiction**—Any and all agreements are governed by the Commonwealth of Virginia, County of Stafford.
16. **Storage**—Unless otherwise requested and approved in advance of publication, no CDs, USBs, electronic files, etc. will be returned. They will be stored electronically for the duration of the insertion after which time they may be destroyed.
17. **Submission**—Email your graphics file to dms@glass.com and include the URL or file to which you wish to link.
18. **Design**—The Publisher is able to create artwork for you if you are unable to supply it yourself. A \$150 charge applies for each hour of design time. Minimum design time is one hour.
19. **Note**—Publisher is not responsible for errors due to improper file preparation. Additional charges will apply to prepare or correct the ad for placement including text changes. For more information about digital ads, see the advertising section of our website or call for a digital preparation checklist.
20. **Communication**—By entering a business agreement with Publisher, I allow Publisher, all affiliated members, editors, groups and other employees to contact me via email, direct mail, phone and/or fax.

Publication/Placement Dates

- **For Space**—See individual sites and e-newsletters and contact your sales manager. Location must be contracted and paid in full 48 hours prior to placement.
- **For Material**—Due 48 hours prior to contracted placement start.
- There is an ad change fee of \$25 (or to upload a new ad) within a contract's time frame.
- Annual contracts receive priority placement within the e-newsletter over monthly contracts.

Email Blast Guidelines

Key Communications Inc. is very protective of its email subscribers and, as such, allows only limited usage of its email lists. Cost is \$250 set-up fee, \$140/M and \$75/per sort for any data sort with a minimum of \$980 for a drop. Advertisers contracting for \$5,000 or more in display ads per year may purchase up to two blasts per year subject to availability. Advertisers contracting for \$15,000 or more in display ads per year may purchase up to four blasts per year, subject to availability. A limited number of blasts for one-time events, such as equipment auctions, are available.

Subject line of the email will read as follows: "A Message from (your company name)" or you may select a subject line and the body of the email will contain the word ADVERTISEMENT clearly shown.

Banner Ad Files Accepted

- All measurements are in pixels and are width by height.
- File sizes should not exceed 25K. If a file is larger than 15K, large file charges may apply.
- Formats can be .gif or .jpg for website ads. E-newsletter ads must only be a .jpg or a .gif in order for email delivery to occur.

Animated Banner Advertisements

- For animated banner ads, animated gif is the preferred file format; however, Flash may be used to create a banner for a website. NOTE: Flash may not be used for e-newsletter banners—only for website banner placements.
- Outlook 7 will no longer view animated gifs properly in email so consider a static ad for e-newsletters or a fully informational first frame of an animated .gif.
- The preferred number of frames for an animated banner is 1-3 frames. The number cannot exceed 5 frames.
- The preferred time an animated banner has to loop is 3-4 seconds. The time cannot exceed more than 7 seconds.
- Certain email browsers will no longer view animated files. As such, make your first frame the complete ad text and then build it from frame 2 on so every view has the complete message.

Digital Advertisement Definitions

- **Exclusive ads**—the location is exclusively for that advertiser only.
 - **Rotating ads**—the location may/may not have additional advertisers rotating through on the same real estate depending on the contracts in place at that time. Premium placement pricing applies to ads that wish to be the initial banner ad seen - the top, center location for the e-newsletter, or the top right corner of the website - as part of the header.
- For additional guidance in creating your files please email our Digital Media Services department at dms@glass.com.

Advertisement Reporting

A standard report will be provided for a charge including: placement, duration, ad size, impressions, and click-throughs. Any additional metrics requests or customized fields will be billed at \$60 net USD per month per report. These include but are not limited to: delivered e-newsletters, open rates, percentages of delivered or opened. Any span of time beyond one month is considered an additional metrics request and will be charged the \$60 report fee.

- Blasts are limited to once every two weeks per subscriber list. Call 540/720-5584 for availability.
- Creative which needs to be provided prior to blast is HTML source code. Images are to be hosted on client's site. If needed, Key Communications Inc. can host the images if they are properly provided and within file size specified by account manager and additional fees will apply.
- We cannot accept Microsoft Word documents, PowerPoint or Excel spreadsheets as files which can be sent as an email blast. Attachments are not permitted to be sent within an email blast.
- Click-through tracking and reporting on blasts is available for \$60 per blast.
- **Cancellations**—Cancellations or changes in orders by advertiser or its agency after the digital placement has been contracted and paid is not permitted. Placement may be selected to not run, but no refund will be given.



Video Specifications

Key Communications' video advertisements are designed to accompany industry newscasts, show coverage videos, editorial videos (with the exception of sponsored segments) and/or any other industry-related productions. Video ads may be supplied in a finished format, or Key Communications' video production staff can also be contracted for production. Ad placement will be limited to instances without competing products and/or companies. Typically video ads are incorporated as brief "breaks" within the greater production; however, exact placement is at the discretion of the video editor/producer, depending on story length, segment lengths and/or other factors.

Content

Video ads should be no longer than 28 seconds in length and may contain video segments, voice-over material and/or images, but they may also be as simple as a company logo accompanied by a slogan or statement. In the case of sponsored segments or complete videos, a sponsoring company's logo and/or slogan will appear at the beginning of the production, along with a "Sponsored by" statement. Exclusivity in these instances will depend upon a pre-arranged sales agreement. In the event that your company already has (and owns the rights to) a video ad, the production can be placed, as is, within Key Communications' video. Please note, however, that in the event that your production exceeds the 28 second limit, changes will need to be made in order to fit placement allowances.

Formats

Prearranged video ads can be submitted in a variety of formats. Quicktime .mov (PRORES, H.264 or animation) or MP4 are preferred. Most other formats are acceptable. The preferred size and aspect ratio is 1280 x 70, 16:9 (widescreen) as most of Key Communications' productions are published in this format. Please note, in order for video productions to stream and view properly, each must be formatted for the web. Key Communications' video staff adjusts the quality and format for each product based on such variables as overall length and the nature of content. For this reason, video ad submissions may not be delivered in the same level of quality or file format as supplied by the advertiser once incorporated into a final production. In the event that an advertising company provides a complete, properly formatted and acceptable video ad, no production charges will apply in addition to ad placement fees. Video ads can be incorporated as "breaks" in the greater production using the full frame and audio tracks. Alternatively, they can be silent overlays that cover no more than 20% of the frame (usually at the bottom).

Production Services

In the event that your company does not already possess (and own the rights to) its own video ad, Key Communications offers video production services. Ads can be created from a variety of components, including still images, supplied music, voice-over content and existing video footage. If your company does not have access to video footage, this does not mean a video ad cannot be arranged. In this case, still images (of products, facilities, production processes, people, etc.) can be added to a video sequence, complete with panning and movement effects, to produce a custom video ad. Images can be supplied in a variety of formats, but will need to be in a high-resolution format for these purposes (6 megapixels or higher). Supplied music will need to be in a stereo, audio file format and saved at 48khz. Other formats of audio may be used, but note that this may compromise the sound quality of any end product. In the event that your company does not have access to (and rights to use) pre-arranged music, Key Communications can provide these elements as needed at an additional charge. The music that Key provides will be royalty free music. Key assumes no responsibility or liability for music used within productions that a client provides. The purchase and rights to use said music must come be obtained and secured by the client and client warrants such. Key Communications can also film and provide video footage for use in your company's ad, with advanced notice and arrangements, for an additional fee.

Voice-Over Content

Voice-over scripts can be provided in a pre-recorded format (same as the audio file specifications listed above), text to be recorded by Key Communications' talent (at an additional fee), or supplied, written and recorded by Key Communications' writing and production staff (also at an additional fee). In the event that Key Communications provides voice-over writing services, a written script will be supplied for proof prior to recording and production. Requested changes will be made prior to the recording phase. Any changes made to post-production voice-over content will incur further editing fees.

Proofing

In the event that Key Communications provides production services for your company's video ad, a proof copy will be provided prior to publishing. At this time, minor changes may be requested (to music, images, video segments or arrangement) without incurring additional production fees. But please note that significant alterations at the proofing stage of production will likely incur additional hourly-based fees. In the event that your company supplies a finished video ad product to be placed in Key Communications' productions, changes cannot be made prior to publishing, with the exception of productions exceeding the 30-second limit, which may be trimmed to fit the allowable space.