



Print and Digital Advertising Terms & Conditions



Submission Requirements:

Digital Advertising Materials: Unless otherwise specified, creative is due 7 business days prior to the deployment of the content. Horizon House shall make a good faith effort to comply with any request for modification to the creative for an ongoing campaign, if received from Client with at least two (2) business days' prior written notice. If a deployment's creative is not received in its entirety within the requested timeline, Horizon House may use the most recent creative used for the client or may need to move the deployment date in order to comply with the current production schedule.

Webinars, White Papers and eBooks: Unless otherwise specified, Client must deliver all creative at least six (6) weeks prior to the campaign start date with the exception of webinar slides, videos and downloads, which are due 7 business days prior to the event date.

Magazine Print/Digital Ad Materials: The preferred format for submitting finished magazine ads is a high resolution (300 dpi) PDF file in CMYK color format with all fonts and images embedded. Do not downsample below 300 dpi when creating your PDF. Make sure your PDF includes crop marks and bleeds. Do not include color bars and registration marks. Materials must be submitted to www.adshuttle.com/mwj. Please furnish any ads by the deadline noted in the current year media kit for that specific edition of the magazine.

When the advertising copy for space covered by an insertion order is not received by the closing date, the advertising copy run in the most recent issue will be inserted. Space will be billed even if there is no prior advertising material available.

Materials delivered after deadlines or cancellations for campaigns with signed insertion orders are subject to 100% cancellation fee.

Terms and Conditions:

All cancellations for print ads must be received in writing before the closing date. Preferred positions are not cancellable at any time.

All cancellations for digital advertising must be received in writing one month prior to the first date of materials due.

All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that is not in keeping with the standards of the publication and the right to refuse copy of the advertiser if, in the opinion of the publisher, the advertising claims are beyond the bounds of ethics and/or are questionable.

The publisher assumes no liability for errors in key numbers or the advertiser index. In the event that a contracted ad fails to be published in the edition requested, the client has the right to cancel the advertising insertion or to allow the publisher to place the ad in another edition of the clients choice.

If more or fewer insertions than specified in the contract are used within one year, charges may be adjusted in accordance with the established rates.

The publisher's legal liability for any error shall be limited to an amount not to exceed the net billing charge for the advertisement in question.

The advertiser and/or its agency assume any and all liability for all content submitted. The advertiser and/or its agency agree to indemnify and save harmless the publisher from all costs, claims and legal proceedings for the unauthorized use of any person's name or photograph, any sketch or map, any work or label, any trademark or copyrighted material, or any libelous statement arising out of the contents submitted.