

Basic Terms & Conditions

OUTLINED BELOW are the basic terms and conditions that apply to any Door and Hardware Institute publication, including website and interactive materials. Additional terms and conditions apply. Visit www.dhi.org or contact Molly Long at molong@dhi.org for full details. Each advertiser insertion order will include a copy of the complete terms and conditions.

- 15% of gross billings is allowed to recognized agencies on space, color, and position, provided the insertion is paid within 30 days of the invoice date.

- NET 30 DAYS. THERE WILL BE A 1.5%-PER-WEEK LATE FEE ASSESSED ON UNPAID INVOICES, AND THE 15% AD DISCOUNT WILL BE FORFEITED.
- Minimum commitments apply for interactive advertising.
- Publisher is not liable for faulty materials provided by the agency or the advertiser. Such advertisements will be billed as run. The publisher does not guarantee changes or corrections after the closing date. Publisher is not liable for delays in delivery and/or non-delivery

of its publications in the event of any conditions beyond the control of the publisher which may affect production or shipping of its publications.

- Advertisers may not include product/service pricing or discount copy in advertisements within any DHI publications, e-newsletters, or on the DHI website.
- Changes and cancellations must be in writing. Cancellations are not permitted after issue closing date. Contract frequencies that are not met will be subject to a short rate.

Additional Material Specifications

Fonts: Use only PostScript and/or Open Type fonts when creating your ad. Send only the fonts used in your document when submitting a live page file. TrueType fonts are not accepted.

Graphics: All imported, embedded, or linked art (i.e., tiff, eps, pdf) in your document are required when sending live page files. Do not use gif, jpeg, and other web images in your ad. These files will not provide the resolution recommended

for quality printing. Grayscale and/or color continuous tone images must have a resolution of 300 dpi (150 line screen printing) at 100%. Scanned black-and-white line art must have a minimum resolution of 1200 dpi at 100%.

Color: Color must be a CMYK tint build. Do not use Pantone (PMS) colors unless the ad has a specially ordered spot color. In Photoshop or equivalent software, specify undercolor removal (UCR).

Maximum total film density for 4-color is 280%. **RGB colors will be rejected.**

Electronic Transmission: You may send files by email to molong@dhi.org. For uploading files to DHI's FTP sight, please contact Molly Long for instructions.

Changes/Charges: \$75 per hour, minimum of one hour for any changes to an existing advertisement or for the creation of a new advertisement.

We look forward to working with you and helping you grow your business!—Your Doors & Hardware Team

Call us to discuss your advertising goals.

Sales:	Molly Long . . . 703-766-7014 molong@dhi.org	Materials/Art:	Martin Stanley . . 703-766-7016 mstanley@dhi.org
Classifieds:	Kara Burgess . . . 703-766-7029 kburgess@dhi.org	Production:	Sharon Newport 703-766-7009 snewport@dhi.org
Editorial:	Jess Madden . . . 703-766-7033 jmadden@dhi.org		

doors & hardware **The Door and Hardware Institute** ■ 14150 Newbrook Drive, Suite 200 ■ Chantilly, VA 20151
 Phone: (703) 222-2010 ■ Fax: (703) 222-2410 ■ publications@dhi.org ■ www.dhi.org

Like Us. *DHI Member
Door and Hardware Institute Fan Page*

Join Us. *Door and Hardware
Institute Group*

Follow Us. *#DHIorg
#DHIconf
#DandHmagazine*

Terms and Conditions

Agency Commission

15% of gross billings is allowed to recognized agencies on space, color and position, provided the insertion is paid within 30 days of the invoice date.

Payment

NET 30 DAYS. THERE WILL BE A 1.5% PER MONTH LATE FEE ASSESSED ON UNPAID INVOICES, AND THE 15% AD DISCOUNT WILL BE FORFEITED.

Payment for all space, production and position charges is due 30 days from the date of publisher's invoice. A finance charge of 1.5% per month will be assessed for all invoices over 30 days. Advertisers more than 30 days in arrears in any Door and Hardware Institute publication must pay outstanding invoices or submit cash with copy before current insertions can be accepted.

Banner advertisements for the DHI website and eNewsletter must be paid within 30 days of the invoice date. In case of non-receipt of payment within 30 days, DHI will discontinue running the banner ad.

By placement of the advertisement in any Door and Hardware Institute publication, website or eNewsletter advertiser and agency agree to be jointly liable for all payments due to the Door and Hardware Institute (DHI). Late charges incurred by the publisher caused by an advertiser will be passed on to the advertiser. Advertisers and their agencies are subject to standard credit inquiries that will be made by the publisher from whatever source necessary to certify that the advertiser/agency has good credit. Both advertiser and agency are equally responsible for payment of ads appearing in DHI's publications. Default by either party does not remove the burden of payment by remaining party. Publisher reserves the right to take all steps necessary to secure payment for advertising published, including, but not limited to, contacting the advertiser directly if its agency fails to make payment.

Short Rate and Rebates

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon 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.

Publisher's Protective Clause

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, indemnify and hold harmless The Door and Hardware Institute, its officers, agents and employees against all expenses, including attorney's fees, damages and losses resulting from the publication of the advertisement, including, but not limited to, claims or suits for libel, violation of the right of privacy, copyright or patent infringement, and use of the product or services advertised, either proper or improper. All advertisements are accepted and published on the representation of the agency and advertiser that both are authorized to publish the entire contents of the material provided to DHI in the manner selected by the advertiser be it print or electronic media. Advertisements and product information do not constitute an endorsement, nor a DHI position concerning their suitability. The publisher reserves the right to reject any advertising in DHI publications, DHI website or eNewsletter. The publisher makes every effort to ensure suitable placement of advertising but assumes no responsibility in this regard.

All advertisements, including banner advertisements, placed in DHI publications must be accompanied by a valid insertion order specifying gross advertising rate, size, color, position and information sufficient for proper identification of the advertisement by DHI production personnel. Requested positions are not guaranteed unless stated as a paid position. Contracts for multiple frequency discounts must be in place prior to the first insertion.

Publisher will not be bound by any terms and conditions printed on advertising agency or company insertion orders or copy instructions when those rates and conditions conflict with the *Doors & Hardware* rate card.

While publisher and printer will make every effort to correct inaccurate artwork, DHI is not liable for faulty materials provided by the agency or the advertiser. Such advertisements will be billed as run. The publisher does not guarantee changes or corrections after the closing date. Publisher is not liable for delays in delivery and/or non-delivery of its publications in the event of any conditions beyond the control of the publisher which may affect production or shipping of its publications. **Advertisers may not include art or copy referring to pricing, discounts, companies other than their own, or erroneous or offensive material. DHI reserves the right to return art to advertisers for changes and/or reject the order if the ad is not acceptable for DHI publication, either online or in print.**

Cancellations

Any contract or insertion order (except for covers, preferred and special positions) may be suspended or canceled on 30 days' prior written notice by agency or advertiser. Rate adjustments, if any, will be made upon confirmation of the change in frequency.

No cancellations of written or verbal contracts are possible after the published closing dates in this rate card. In the event a cancellation is received after published closing dates, and no advertising materials have been received or an existing advertisement cannot be substituted, a net cancellation fee of 50% of the gross rate of the advertisement will be due and payable.

No ad changes will be accepted after the material closing date unless the substituted ad is of like size and color. If new materials or artwork are not received by the advertising material deadline, the previous advertisement will be repeated.