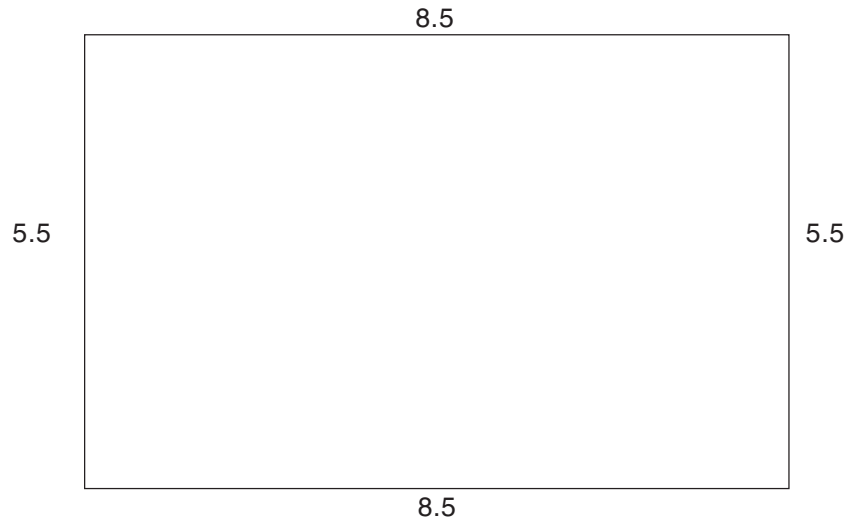


the CODOgroup adPac!  
Advertising Art Sheet ...



The CODOgroup adPac! advertising team can help you create your ideal message insert. Listed below are a few things we will need to ensure together we get all the information needed to create the best advertising insert for your company's special offer.

NOTES:



SUPPLIED ART WORK: \_\_\_\_\_

HEADLINE: \_\_\_\_\_

BODYCOPY: \_\_\_\_\_

YOUR SPECIAL OFFER: \_\_\_\_\_

FRONT INSERT INFORMATION: \_\_\_\_\_

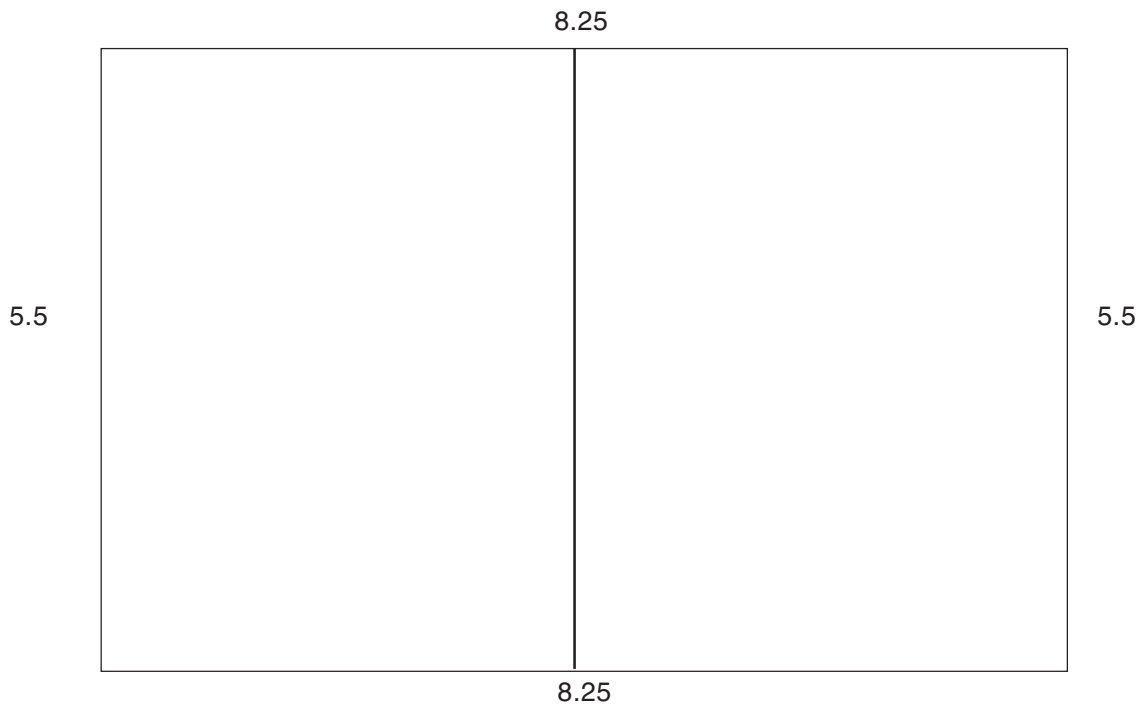
BACK INSERT INFORMATION: \_\_\_\_\_

ADDITIONAL ART NEEDED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_



the CODOgroup adPac! rate card  
**Advertising Specifications ...**



### **Advertising Insert Card Size**

Insert Card Page Size  
8.5" wide x 5.5" deep  
Live Matter Area: 8.25" wide x 5.25" deep  
Half Page: 4.25 x 5.25 VER/HOR

Insert Card Page Bleed  
8.75" wide x 5.75" deep

ALL 4 Color BOTH SIDES

### **Advertising Insert Card Pricing**

1X Full Page Insert Cost	\$400.00 excluding design
1/2 Page Insert Cost	\$250.00 excluding design
4X Insert Cost	\$ Available on Request

### **General Rate Policy**

1. All advertising is subject to CODOgroup editorial approval.
2. Cancellations must be made in writing and may not be made after reservation closing dates.
3. No cancellation is accepted until confirmed in writing by CODOgroup.  
**Any cancellation on a 4X contract is subject to an early cancellation fee of \$200.00  
Plus the difference of the ad cost must be paid in full.**
4. Changes in insertion order may not be made after reservation closing date.
5. Credit must be established by first-time advertisers with advance payment for initial insertion.
6. Artwork not submitted on specified digital media is not acceptable.
7. Charges assessed to advertiser for any extra work performed by CODOgroup and/or printer.
8. Creation of any size ad above starts at \$50.00-hr - ask your CODOgroup adPac! Representative for details.

the CODOgroup adPac! mailer  
**Payment Terms & Conditions ...**



**Payment Terms and Conditions:**

Preferred form of payment is by credit card. We accept Checks, MasterCard and Visa only. If you want to open an account, you agree to pay for advertising in advance of mailing until we can check your credit or until you establish a satisfactory credit history with us.

**Terms:** 50% down with signing of insertion order. Final payment is due within 10 business days of the receipt of *CODOgroups AdPac!* Invoice. Past due accounts are subject to 1 1/2 percent interest per month on the unpaid balance. The 50% deposit is not refundable. A 20% service charge applied to all returned checks.

In the event of nonpayment, CODOgroup shall have the right to hold advertiser and/or its advertising agency jointly and severally responsible for such monies as due and payable to CODOgroup. Rendering a bill to the advertiser's agency shall not relieve the advertiser in the event of nonpayment by the advertising agency. Payment by advertiser to its advertising agency will not constitute payment unless payment is actually received by CODOgroup. CODOgroup will not be liable for any error in advertisement. The CODOgroup reserves the right to reject any copy deemed by it to be objectionable in anyway.

**Limit of CODOgroup adPac! Responsibility**

The order or request for all advertisements shall be deemed to be a representation to the CODOgroup by the agency and advertiser that they are properly authorized to publish the entire contents and subject matter thereof.

It is also understood that when advertisements containing the names, pictures, and/or testimonials of persons, whether living or dead, are submitted for printing, the order or request for such advertisement shall be deemed to be a representation by the agency and advertiser that they have obtained all necessary written consent for such use.

In consideration of insertion of an advertisement, the agency and advertiser, jointly and severally, agree that they shall indemnify and save the CODOgroup, its officers, agents, and employees harmless from and against all damages, losses, liabilities, and expenses whatsoever, including, but not limited to, (I) reasonable fees of counsel selected by CODOgroup and (II) losses .a) resulting from the acceptance of any advertisement, .b) resulting from any delays in printing, .c) resulting from all claims, demands, suits, actions, or proceedings arising directly or indirectly from the CODOgroup of any advertisement (including, but not limited to, claims or suits for liable, infringement of copyright or trademark, unfair competition, plagiarism, or violation of right of privacy), or .d) based upon or arising out of any matter contained in any advertisement.



# the CODOgroup adPac! mailer Printing Specifications ...



*CODOgroup is happy to accept the files containing your printing insert ad.*

## **New Ad Production Specifications:** Effective March 1, 2004

Thank you for advertising in the CODOgroup's adPac! Due to the diverse types of page layout programs available today, we ask that you carefully follow these suggestions to avoid extra charges. Please feel free to call the CODOgroup Art Department at (919) 550-0660 with any questions or concerns.

**NO:** Microsoft Word, Excel, PowerPoint, or WordPerfect documents. If your file is a Microsoft document, it is best to supply us with clean lasers to shoot on the camera. Talk to your sales CODO adPac! Representative first about printing jobs from these programs!

We will attempt to work with Microsoft Publisher documents, but do not guarantee outcome of these files. As Microsoft programs work in an RGB color space, process color jobs done in Microsoft Publisher cannot be color-corrected and may not be pleasing color when printed CMYK.

QuarkXpress, PageMaker, Illustrator, InDesign, Freehand 9, PhotoShop, CorelDraw 11.

NOTE: Transparency functions in Illustrator, InDesign, PhotoShop, and CorelDraw DO NOT print in spot colors. Flattening the image will allow it to print but will cause the transparent items to separate in process colors. Please do not use transparency functions in your designs, as this will cause us problems and you money!

**INCLUDE ALL PLACED IMAGES:** both vector and raster, with your file. Embedded and nested images must also be supplied. Not including images will not allow us to make necessary changes to files and also may not result in clean, crisp images even if the images are high res.

**INCLUDE ALL FONTS:** both screen and printer if postscript. Collect for output does not always collect all fonts used. All fonts used in placed EPS or PDF images must also be included. DO NOT USE STYLIZED FONTS WITHIN APPLICATIONS. (i.e. helvetica bold or italicized in PageMaker may print to your laser printer but will not print the same way to our printer image setters! Use the bold version of the font instead.) If you do not have the bold or italic version of a font, you cannot bold or italicize that font.

**PROCESS Jobs:** All art (vector and raster) must be CMYK. There will be a charge for us to convert from RGB or spot colors.

**SPOT Jobs:** All vector art must be spot color. There will be a charge for us to convert from CMYK. Photos may be colorized tiffs or monotonies or duotones. RGB or CMYK photos cannot be converted to more than one spot color (i.e., an RGB image that looks red and blue on the screen cannot be converted to a duotone that will be red and blue in the same areas that the RGB photo appeared to be. A duotone from an RGB or CMYK image will result in a mix of two spot colors throughout the image.)

**PHOTOS:** All photos need to be scanned at least 300 dpi, no less than 100% of the size being used in the document. (i.e. a 300-dpi image enlarged 200% will then be 150 dpi and will appear bit-mapped and fuzzy.) Images pulled from the web are not high res and will not print well! You cannot type in a res of 300 into the resolution area of a 72 dpi image and get a hi-res image!

**LINE ART:** must be at least 1200 dpi at 100% size to print cleanly.

**BLEEDS:** should be at least 1/8-inch outside the paper edge. If your printed piece bleeds and no bleed is shown on your document, there will be a charge to add bleeds to all pages. Photos must have enough extra image to bleed off the page and still see all the image you want on the page. If this is not the case, we may need to enlarge the photos enough to allow bleed and parts of the image will not appear in the exact area in which they were originally placed.

**LASER PROOFS:** must be supplied with your job so that we know our file matches yours. If you have emailed or FTP'd your file, please send a low-res PDF that we can use for proofing purposes, but please make sure the proof PDF you're sending matches the way you intend your file to print!

**PDF FILES:** will be used for printing but must be saved properly for printing purposes. This includes color separations (CMYK, spot or grayscale), resolutions for photos and lineart, and embedded fonts. We CANNOT make changes on PDF files, so any alterations will be referred back to you for changes to be made and a new file supplied. We cannot be responsible for process color in PDF files since we cannot determine whether or not RGB images were used!

**RICH BLACK:** is used for solid backgrounds in large areas of black ink on process color jobs. Create a rich black using 40% cyan, 20% magenta, 20% yellow, and 100% black for CMYK jobs. This color should be saved as a process color in your document, not a spot color.

**MULTI-INK:** settings will not print. A new color created by using two or more spot colors will not separate properly to our imagesetters. If you need a multi-ink color, you will need to create your document using cyan, magenta and/or black in place of your spot colors. This document will still print in the spot colors you choose, but the proof will be done in process color.

**EMAIL or FTP:** If you plan to send your files via email or our FTP site, please place all pertinent files in a folder and either zip or stuff the folder to avoid corruption of files in the transfer process.

