

Note: Live Area for safety: please keep all illustrative images and copy not intended to bleed .375" from all sides of the trim size.

TRIM SIZE: 8.625" x 10.875"

- ALL BLEED ADS, KEEP LIVE MATERIAL .375" AWAY FROM TRIM

E-Mailing Files

Self-extracting files of 10MB or less can be e-mailed to kmalonis@greatlakesboating.com. All e-mailed ads must be labeled with publication name, the month that the ad will appear, and the advertiser name.

Files over 10MB should be uploaded to the ftp site, Contact Karen Malonis at 312-266-8400 for log-in information.






NON-BLEED AD SIZE:



**TRIM SIZE:
8.625" X 10.875"**



BLEED SIZE:

 FULL PAGE	 2/3 PAGE	 1/2 ISLAND	 1/2 VERT.	 1/2 HORIZ.	 1/3 VERT.
 8" X 10.25"	 8.625" X 10.875"	 8.875" X 11.125"	 4.625" X 10.25"	 5.1875" X 10.875"	 5.3125" X 11.125"
 4.625" X 7.1875"	 --	 --	 3.75" X 10.25"	 4.3125" X 10.875"	 4.4375" X 11.125"
 8" X 4.875"	 8.625" X 5.5"	 8.875" X 5.625"	 2.25" X 10.25"	 2.8125" X 10.875"	 2.9375" X 11.125"
 1/3 SQUARE	 1/4 PAGE	 TWO PAGE	 SPREAD	 TWO PAGE	 1/2 HORIZ.
 4.625" X 4.875"	 --	 --	 3.75" X 4.875"	 --	 --
 16" X 10.25"	 17.25" X 10.875"	 17.5" X 11.125"	 16" X 4.875"	 17.25" X 5.5"	 17.5" X 5.625"

INSERTION CONTRACT

REFUSAL OF ORDER: GLB reserves the right to refuse to compose, print, mail, deliver or otherwise handle or manage materials that the publisher considers to be offensive, inappropriate or objectionable. **INDEMNITY:** Advertiser and/or advertiser's agent agrees to indemnify and hold harmless GLB from and against any and all expenses and liabilities arising out of the placement of advertising, including but not limited to amounts paid upon judgments and decrees, court costs and counsel fees reasonably incurred by or imposed upon it arising out of or in connection with any cause of action, suit or proceeding in which it is involved or is made a party, or settlement thereof, by reason of or in any way growing out of changes or amendments thereto, including but not in any way limited to libel and trademark, trade name and copyright infringement matters. All claims against GLB are limited to the return of any monies paid to GLB by advertiser and/or advertiser's agent. Advertiser and/or advertiser's agent thereby agree(s) that GLB shall not be liable for incidental and/or consequential damages, and said damages are hereby excluded.

CANCELLATION: Cancellation of order by advertiser must be presented in writing to the publisher. GLB shall have the right to hold advertisers and/or advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser and/or its agent ordered and which advertising was not published. **PAYMENT:** Payment due within 30 days of invoice receipt. Thereafter, uncollected amounts will accrue 1.5% monthly penalty. In the event of payment default to GLB resulting in litigation, advertiser and/or advertiser's agent agree(s) to be responsible for all legal fees and court costs upon favorable judgments to GLB. **DELIVERY DELAY:** GLB is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrections, riot, explosion, embargo, strikes whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown, or conditions beyond GLB control affecting production or delivery in any manner.