

# Ad Specifications

“I’m a big water lover, especially tropical. I LOVE your magazine. Gorgeous, refined, striking.”

@GIVENCAMPBELL, VIA TWITTER



**Sooth the Soul:** Casa Dorado in Los Cabos is home to the Saltwater Spa (January/February 2009).

## SUBMISSION INFORMATION

### File Size Specifications

	WxH (Trim in Inches)	Add .25" Bleed?
<b>Full Page</b>	9 x 10.875	Yes
<b>1/2 Horizontal</b>	8.5 x 5.0625	No
<b>1/2 Vertical</b>	4.125 x 10.375	No
<b>1/4 Page</b>	4.125 x 5.0625	No

#### Submit Complete Ads

You can submit materials through our website, at [www.rmsmg.com/files](http://www.rmsmg.com/files). You can also email your file to [production@rmsmg.com](mailto:production@rmsmg.com) or mail a CD to our office.

#### Acceptable Ad Formats

- PDF/X-1a is the preferred file format for submission. To learn more about creating valid PDF/X-1a files, visit <http://www.adobe.com> and search for PDF/X-1a
- InDesign application files (packaged: all supporting files and fonts included and properly linked)
- TIFF, JPEG, EPS and Adobe Photoshop files are accepted in certain instances but only at high resolution and at the discretion of the magazine
- All image files must be SWOP CMYK or grayscale and between 300 and 400 dpi

#### Please Include

Along with your ad, please include the intended issue and date and your contact information for proofs.

#### Document Creation

- Build document to ad size purchased—refer to above chart
- All high resolution images, artwork,

and fonts must be included when the file is created

- All colors and images must be CMYK. Total area density should not exceed the SWOP standard of 300%.
- DO NOT send EPS files within other EPS files

#### Proofs

Proofs are used to check general document layout, not for accurate color match, unless specified by agency.

#### Materials Deadlines

All advertising materials must be received by the due date. Advertisers will be invoiced at Publisher's cost for all preparation charges.

#### Retention of Materials

All artwork / advertising materials will be automatically discarded after one year. Publisher is not responsible for archiving ad materials.

#### Ad Design

RMS Media Group, publisher of *Ocean Home*, offers exceptional advertisement design. Please contact your sales representative for details.

# Online Resources

“We give *Ocean Home* magazine a thumbs up rating, and believe that your upscale magazine is a class act that all publishers should follow when trying to attract readership.”

**YVONNE ASHMORE, IKELER AEROSPACE**



**Hit the Beach:** When all is said and done, all that really matters is the view from your chaise lounge (January/February 2009).

## OUR ONLINE ADVERTISING OPPORTUNITIES

### Exclusive Agent Program

Our Preferred Real Estate Partners program offers a unique membership opportunity for the world’s most prominent oceanfront real estate experts.

### E-Flipbook

*Ocean Home* is available online as a virtual publication that has flip-through pages that turn advertising into polished, professional pieces of artwork.

### Sea Life Product Section

*Ocean Home* magazine’s popular print section “Sea Life” is now available online at [oceanhomemag.com](http://oceanhomemag.com).

### Online Business Directory

The [oceanhomemag.com](http://oceanhomemag.com) Business Directory offers well-organized listings in a knowledge-based directory that is searchable by category, keywords, and location.

### Targeted Email Blasts

*Ocean Home* magazine offers exclusive email blasts to clients who are looking for opportunities to advertise beyond the print publication and the web.

### Banner Display Ads

Online banner display advertisements enhance the website with additional exposure for your business without cluttering the [nshoremag.com](http://nshoremag.com) online atmosphere.

### New! Video Advertising

Video Advertisements have the capability of captivating the viewer’s attention. As a new and different form of web marketing at [nshoremag.com](http://nshoremag.com), video advertisements allow viewers to connect through images and audio triggers of memorable words or phrases that describe your product, service, and/or business.



**Oceanhomemag.com**  
The number one online destination for the oceanfront lifestyle.

# Publishing Services

“It’s obvious that the people who read your magazine are extremely qualified and I want to commend you on your distribution model. If an editorial can generate this much response, then I’m quite confident an ad campaign would be a home run.”

**STACY SMALL, ELITE TRAVEL BY STACY, INC.**



**Down Time:** Life’s worries just seem to disappear in the spa treatment room at Rosewood Mayakoba in Mexico’s Mayan Riviera (January/February 2009).

## HOW WE CAN HELP

*Ocean Home* magazine’s award-winning in-house design team is available to create your advertising message. Simply provide us with copy for your ad, images you would like included, your logo (if desired), and any pertinent information on layout preferences you may have. Here are the details:

### Ad copy

Choose a headline for your ad, a desired tag line (if you choose), body copy, and logo and provide these electronically in Microsoft Word or other text file. Most ads you see in *Ocean Home* are not copy heavy because our format is designed to please the eye and focus on the image of your company. Most ads have between 10 to 20 words, plus contact information.

### Photo images

To ensure aesthetic quality and optimum response, please provide us with the best photography possible. When providing your own photography, please be aware we need high-resolution images: 300 dpi or greater at full size. Sending via e-mail attachment is acceptable, or through [www.rmsmg.com/files](http://www.rmsmg.com/files). We cannot accept low-resolution images or pre-printed materials. If you don’t have the right image to supply to us, we can help you find appropriate stock photography.

### Retouching images

If you require images to be retouched, this service is priced on a case-by-case basis. Contact your account manager for details and a quote.

### Logos

Logos or any line art should be supplied to us in .eps files. In some cases we can accept illustrator files or high resolution .tif files.

### Typefaces

If you require a specific typeface or font in your ad, you must provide it to us in Mac format.

### Art direction

Our design team will use the images and text you provide us and create an ad that will meet your complete satisfaction. Our art department works best when they operate with a combination of creative freedom and customer input/feedback.

# Publishing Services

“I really like your e-mag! You’re doing a great job! I look forward to your future editions...”

@REALTYMADEEASY, VIA TWITTER



**Under the Sea:** A diamond reef ring says it all (January/February 2009).

## PRICING

### Design Fees

Design fees range from \$100 - \$350 per ad, depending on the size of the ad and type of work done.

### Additional Changes

If you have additional changes after three rounds of edits, or if you request changes after you sign off, you will be billed at \$60/hr, minimum of one hour.

### Color Proof

A printed proof for color and placement can be supplied for \$75. Otherwise, a soft proof will be sent to you via email.

### Photography

Photography shot at your location will be billed at \$100 per hour, minimum of one hour.

### Banner ad design

Design pricing includes a flat-rate design fee of \$150 for any banner ad with layout and site linking.

### Logos

Our talented staff of designers has years of experience in creating professional logos. This service is priced on a case-by-case basis. Contact your account manager for details and a quote.

## AD DESIGN PROCESS

Once your ad form is complete and we have all your materials, we assign the ad to one of our designers. Please note that we cannot begin design until we have all of the materials for the ad.

If the materials supplied do not meet our specifications, we will contact you with more information about how you can supply your materials.

Once we design your ad, the proof will be sent to you electronically. Up to

three rounds of edits and changes are included in our design fee. After three rounds additional fees will apply.

As soon as the design is final, we will need your approval in writing. At this point you will be expected to pay any balance due (see above). If you have a change to your ad after you sign off, you will be billed by the hour (minimum one hour), regardless of edits prior to sign off.

# Other Products



**Reprints:** We can provide you with prints of your ad, article, or blurb that do not violate copyright law. Show off your coverage!

## PROMOTIONAL ITEMS

Take the good press you've received in one of our issues of *Ocean Home* magazine and use it in your marketing process by purchasing article reprint products! Show off your mention, Spotlight article, or even your ad.

*Ocean Home* Magazine can be your full-service custom reprint supplier. In addition to high-quality reprints, *Ocean Home* can also provide related products, including digital files and commemorative plaques.

### Hard Copy Reprints

Great press coverage is reason to celebrate. Why not revel in your achievement by turning your article into an impressive work of art?

Mounted on a framed plaque, your article is a great way to preserve your success by showcasing and displaying it where everyone can see—all while promoting your company's image! It makes a beautiful addition to your office, lobby, conference room, or the entrance area to your business office.

Hard copy reprints will be custom designed to emphasize the most noteworthy content. These pieces are printed on 8-1/2" x 11", 80# gloss paper, one-sided or two-sided, and are excellent for investor packets, media kits, trade show handouts, and marketing mailers. They can be tailored to fit your marketing needs.

### Web Products and E-Prints

An E-print is a reprint in an electronic format. It looks the same as one of our hard copy reprints, but it's posted on your company's web site or used in an e-mail blast to celebrate your impressive coverage, giving your article tremendous exposure. So now, in addition to your traditional reprint marketing program, you can share your positive press with your Internet audience.

You can turn your article into a marketing tool sent directly to your list of customers, prospective clients, or investors. You supply the list, and we'll do the rest, providing you with a cost-effective, targeted way to reach people with timely news.

### HTML Link

Are a lot of people already visiting your website? Why not use it as a vehicle for them to view your article? We can take care of all copyright permissions necessary for you to do this.

Take advantage of these products today, while your article is still fresh news! Let *Ocean Home* magazine turn your article into additional marketing and information firepower. You've earned the great press—we'll take care of helping you get all you can out of it.

# Terms And Conditions

## GENERAL TERMS & CONDITIONS

The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement, including (1) the names, portraits, and/or pictures of all persons; (2) any copyrighted material; (3) any testimonials contained in any advertisements submitted to and published by the publisher.

In consideration of the publisher's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher against all loss, liability, damage, and expense of any nature arising out of copying, printing, or publishing of its advertisement, including without limitation reasonable attorneys' fees resulting from any claims or suits arising out of publication.

Conditions, other than rates, are subject to change by publisher without notice.

All contents of advertisement 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, for any reason, without liability, even though previously acknowledged or accepted.

Positioning of advertisements is at the sole discretion of publisher.

Cancellations cannot be made after space deadline closing dates.

All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change upon notice from publisher. Cancellation of space reservations for any reason (including a change in rates by the publisher) in whole or in part by advertiser will result in adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or for any remedy beyond the return of any amount paid for an ad for any error in the ad. In no event shall publisher be liable for indirect or consequential damages.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertiser or its agency ordered and which advertising was published.

No conditions other than those set forth in the rate card shall be binding on the publisher unless

specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained within this rate card.

Publisher is not responsible for delays in delivery and/or non-delivery in the events of acts of God, action by any governmental or quasi-governmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any matter.

All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser, or the word "Advertisement" may be placed with copy which in publisher's opinion resembles editorial copy.

Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for based upon the terms of the schedule in force without further notice.

It is the responsibility of the advertiser and its agency to ensure that all insets and other advertising comply with U.S. postal regulations and other applicable federal and state laws and regulations.

As used in this section entitled "General Conditions", the term "publisher" shall refer to RMS Media Group, Inc.

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the foregoing General Conditions.

## ADDITIONAL CONTRACT CONDITIONS (Payment Terms)

In the event payment is not made in strict compliance with the payment terms set forth in this agreement, the entire unpaid balance shall become due and payable at the option of the Publisher. In such event, interest shall accrue on the unpaid balance at the maximum legal rate. The prevailing party in any action to collect the unpaid balance shall also be entitled to recover its costs and reasonable attorney's fees.

Publisher reserves the right to produce, use, and distribute the above publication without

inclusion of the advertising called for in this agreement if the balance, due by the advertiser, is not paid in full.

Dishonored checks will be subject to an additional \$25 charge for each such check. Further, the Publisher will exercise all rights available to it pursuant to Civil Code section 1719, including the right to treble damages.

Advertiser will be assessed all costs of collection for any amounts unpaid after their due. If a collection agency is utilized, advertiser agrees to pay any collection fees charged to Publisher, in addition to the amounts due under this agreement.

If any payment is made by credit card, the advertiser authorizes Publisher to charge all payments to a credit card.

In the event that artwork is not supplied in the agreed-upon timeframe, or the advertiser has not responded to requests to approve the supplied proof on final production deadline, Publisher will run current advertisement without final proof or pick up and print the previous advertisement at our discretion.

If a severe error or change (by fault of publisher) was made to the ad after its approval by the client, Publisher will correctly reproduce and print the ad in its next issue at no cost to the advertiser. It is understood that in such events the advertiser agrees to remain liable for payment as it is stated in the contract.

Publisher reserves the right to print an ad according to a design layout produced by the advertiser without supplying a proof before print. If a proof was supplied and approved by the advertiser, the advertiser is obligated to all payments regardless of any mistakes that may have been overlooked.

The parties to this agreement agree that jurisdiction and venue for adjudication of any dispute shall be in a court of competent jurisdiction, located within Boston, Massachusetts.

This agreement shall be construed in accordance with the laws of the Commonwealth of Massachusetts.

If any word, term, or provision of this agreement is found by any court of competent jurisdiction to be void, invalid, or unenforceable, the remaining words in terms and provisions shall continue in full force and effect.

In the event that charges for artwork are not included in this contract, but artwork is created by Publisher, additional fees for setup and production will be billed.