

11. COMMISSION & CASH DISCOUNT

Fifteen percent of gross billings on space, color and position is allowed only to recognized agencies if the account is paid within 30 days from invoice date. Mechanical charges are not commissionable. No cash discount.

12. CLOSING & PUBLISHING SCHEDULE

Advertising closing dates: For raw copy to be processed: 5th of month two months preceding the date of issue; for pdf files: 10th of month two months preceding. Publisher may repeat previous copy if instructions or new copy are not received by closing dates. *Date of issue:* During the second week of the month preceding.

14. SHIPPING INSTRUCTIONS

Space and insertion orders, correspondence and printing materials should be sent to: Advertising Department, *Appliance Service News*, 1917 South Street, Geneva, IL 60134. Mail address: P.O. Box 809, Saint Charles, IL 60174. Phone: 1-630-845-9481; fax: 1-630-845-9483; e-mail: info@asnews.com

15. CONTRACT & COPY REGULATIONS

- (a) Insertion instructions should be supplied for each advertisement. They should include: name of advertiser, issue for insertion, size of advertisement, to whom proof of ad is to be furnished, and any special requests or instructions.
- (b) Whenever possible, orders should specify a schedule of insertions, issues, and sizes of advertisements.
- (c) Conditions appearing on an order, including billing instructions or copy instructions that conflict with the publisher's stated policies, are not binding on the publisher.
- (d) Advertising may be rejected by the publisher if he feels that it is inappropriate to the publication and he assumes no liability if for any reason it becomes necessary to omit an advertisement.
- (e) Simulation of editorial format is not permitted and the publisher may place the word "Advertisement" with copy that in the publisher's opinion resembles the publication's style.
- (f) Cancellation of orders for ROP advertising cannot be accepted after the first closing date; for special-position or color advertising, cancellation must be received in writing at least 30 days before the first closing date.
- (g) 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 living (and in certain cases, deceased) persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted to and published by *Appliance Service*

News. In consideration of acceptance by *Appliance Service News* of such advertisements for publication, the agency and the advertiser will indemnify and save harmless *Appliance Service News* and its officers, employees, and agents against all loss, liability, damage, and expense of whatsoever nature arising out of the copying, printing, or publishing of its advertisement including without limitation reasonable attorney's fees resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.

(h) The publisher reserves the right to hold the advertiser and/or its agency, if there is one, jointly and severally liable for such monies as are due and payable to the publisher.

16. CIRCULATION

Controlled or paid circulation in the U.S., Canada and other foreign nations: 12,000. Canada/foreign represents less than two percent of total. Subscription rates: for delivery in the U.S. and possessions: one year (twelve issues) \$59.95; in Canada: one year (twelve issues) \$79.95; elsewhere: one year (twelve issues) \$95.95; access via ASNews online only: one year (twelve issues) \$39.95 (all in U.S. funds).

17. COPY & ART SERVICES

Appliance Service News offers a comprehensive copy and art service at modest cost to advertisers who do not have an advertising agency.

18. LIST RENTAL & LETTERSHOP SERVICES

ASN is equipped to provide all conventional direct-mail services. Prices are available on request.

19. EDITORIAL DIRECTION

Appliance Service News is edited to serve the business and technical interests of owners, managers and technicians of firms that install, maintain and/or repair major home appliances; electric, electronic or gas-fired housewares; environmental comfort products; and/or vending, coin-op, business, office, commercial or institutional appliances.

Technical features include the construction, installation and servicing of new appliances; instructions on general servicing techniques; the use of tools, test equipment, materials handling equipment, automotive equipment, and communications equipment; and new tools, devices and products.

Business features include business and shop management, computer applications, banking, insurance, cost and inventory control, hiring and personnel relations, advertising, customer relations, et al.

ASN also provides news of policy changes by appliance manufacturers, parts distribution systems and facilities, warranty programs and systems, authorized service programs, service training, association news, legislation affecting service, consumer programs, and news of people in the industry.

ADVERTISING ORDER

Mail to: ASN, P.O. Box 809
Saint Charles, IL 60174
Fax to: 1-630-845-9483

Please publish advertising for:

company _____

address _____

telephone _____

Authorization/Agency:

agency _____

address _____

telephone _____

signature _____

Date: _____ P.O.# _____

AD SIZE	# of INSERTIONS	ISSUES:
FREQ. RATE:	PRICE:	

Authorization/Advertiser:

name _____

title _____

signature _____