

Dave Cator  
Associate Publisher  
212-522-6633

Karla Hardy  
Production Manager  
205-445-6340

Jennel Jordan  
Marketing Director  
205-445-5984

Meagan Yeilding  
Production Assistant  
205-445-8852

## Advertising Sales Offices

### Headquarters

205-445-6000  
205-445-5937 fax  
2100 Lakeshore Dr.  
Birmingham, AL 35209

### Detroit

Julie Galea, Manager  
248-988-7775  
248-988-7933 fax  
39577 Woodward Ave., Suite 200  
Bloomfield Hills, MI 48304

### Florida

Erin Flynn, Manager  
941-755-0412  
941-739-6375 fax  
4013 51st Dr. West  
Bradenton, FL 34210

### Midwest

Lisa Geraldson, Manager  
312-321-7800  
312-832-0863 fax  
541 North Fairbanks Ct., 19th Floor  
Chicago, IL 60611

### Northeast/Caribbean

Kate Chapman, Manager  
Charlotte DeFuria, New England  
Manager  
Molly Freedman, Acct Manager  
212-522-1212  
212-522-3889 fax  
Time & Life Building  
1271 Avenue of the Americas,  
20th Floor  
New York, NY 10020-1393

### Mid-Atlantic & Northeast

Susan Seifert, Travel Representative  
410-377-3007  
410-377-3259 fax

### Southeast

Corinne Brown, Manager  
Margaret Barnhart, Acct Manager  
404-888-1900  
404-888-1919 fax  
1760 Peachtree Rd., N.W.  
Atlanta, GA 30309

### Southwest

Dawn Bar, Manager  
214-523-4016  
214-559-3867 fax  
4809 Cole Ave., Suite 300  
Dallas, TX 75205

### West Coast

Los Angeles  
Tracey Hughes, Manager  
310-268-7459  
310-268-7196 fax  
11766 Wilshire Blvd., 17th Floor  
Los Angeles, CA 90025-6549

### San Francisco

Megan Bauer, Manager  
415-434-5240  
415-591-5621 fax  
2 Embarcadero Center, 19th floor  
San Francisco, CA 94111

### Hawaii, Mexico, Alaska

Tonya McDonald, Travel  
Representative  
901-682-5114  
901-683-5582 fax

### COASTAL LIVING MAGAZINE

#### 2009 ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. edition of *Coastal Living Magazine* (the "Magazine") published by Time, Inc. (the "Publisher").

- Rates are based on average total audited circulation, effective with the issue dated January/February 2009. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.
- The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified.
- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
- The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

■ All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions of the Magazine and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

■ In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

■ No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

■ The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

■ The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

■ Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

■ Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

■ Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

■ Special advertising production premiums do not earn any discounts or agency commissions.

■ The Magazine is subject to Time Inc.'s standard 2009 issue-by-issue tally (IBIT) pricing system.

#### TIME INC.

#### 2009 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

■ Circulation delivery of Coastal Living Magazine (the "Magazine") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of the Magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the Magazine's Publisher's Statement (issued by the Audit Bureau of Circulations (ABC) for the first and second half of the 2009 calendar year) and the published total circulation rate base as set forth in the Magazine's rate card.

■ In order to permit advertisers to apply earned IBIT credit in a timely manner, ABC Publisher's Statements are used to calculate IBIT credit. The calculation will be made following the issuance of the Publisher's Statements for each six month ABC reporting period.

■ Total audited circulation for the Magazine is comprised of paid plus verified.

■ IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.

■ If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: \$100,000 x (3% - 2%) = \$1,000.

■ IBIT credit must be used against future insertions not yet ordered or booked, must be applied at the Magazine and must be used within 12 months after the issuance of the Publisher's Statements for the ABC reporting period in which the credit was earned or such credit will expire. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.

■ IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the Magazine on IBIT credit.

■ IBIT credit may be applied to production charges.

■ The Magazine will not refund IBIT credit as cash.

■ Only full-run circulation advertising in regular issues as reported in Paragraph 3 of the Publisher's Statements issued by ABC are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of the Magazine (including those listed in Paragraph 3 of the ABC Publisher's Statements) and (b) any issues specifically excluded from being eligible for IBIT per the Magazine's rate card.

■ None of barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.

# jump in!

[ the response feels great. ]



GENERAL RATES

**RATE CARD NO 13 2009 GUARANTEED RATE BASE 650K**  
**EFFECTIVE JAN/FEB 2009 FREQUENCY 10X/YEAR**  
**MEASURED BY MRI, MENDELSON, & J.D. POWER**



DISPLAY CLOSE	10/31 <sup>08</sup>	12/31 <sup>08</sup>	2/2	3/2	4/1	5/1	7/1	7/31	9/1	10/1
ON-SALE	12/30 <sup>08</sup>	3/3	3/31	4/28	5/26	6/30	8/25	9/29	10/27	11/24
	<b>JAN/FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL/AUG</b>	<b>SEPT</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
	ISSUE #01	ISSUE #02	ISSUE #03	ISSUE #04	ISSUE #05	ISSUE #06	ISSUE #07	ISSUE #08	ISSUE #09	ISSUE #10

rates

SIZES



full      2/3      1/2      1/3



4C		\$55,800	\$44,640	\$36,270	\$28,740	
2C		48,270	38,260	31,380	24,860	
B/W		40,880	32,720	26,570	21,070	
BLEED**	W	8.375"	5.375"	8.375"	4.25"	2.875"
	H	10.5"	10.5"	5.25"	10.5"	10.5"
NON-BLEED	W	7.5"	4.625"	7.5"	3.625"	4.625"
	H	10.0"	10.0"	4.875"	10.0"	4.875"

\*\* Extend bleeds 1/8" on all sides. No bleed ads accepted on 1/3 square.

cvr



cvr



cvr



\$64,170	\$61,380	\$66,960
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( spread )

16.75"
10.5"
16"
10.0"

- Publication trim size: 8 3/8" x 10 1/2"
- Live matter for bleed sizes: 1/4" inside trim
- Binding guide: Allow 1/8" foot trim
- Printing process: Web Offset
- Binding style: Perfect

## submitting

Send all contracts and insertion orders to your sales representative or to:

*Coastal Living*  
Attn: Karla Hardy  
Advertising Production Dept.  
2100 Lakeshore Drive  
Birmingham, AL 35209  
205-445-6340  
205-445-5937 fax

Send all offset printing materials to:

*Coastal Living*  
c/o Quebecor World PreMedia  
2100 Lakeshore Drive  
Birmingham, AL 35209  
Attn: Mark Mortensen  
205-445-7804

(phone number listed above to be used for shipping purposes only)

Card insert: \$44,640 (requires a minimum of one b/w page).

Coastal market and classified: For media kits and rates, call 1-888-254-9625.

Non-commissionable production charges: Fifth color \$2,000; no bleed charge.

Pre-printed inserts require special pricing and must be submitted to *Coastal Living* Production for approval. Minimum size accepted is digest, except card inserts accompanied by a minimum of one b/w page ad. Design, paper, and quality of insert must be comparable to that of *Coastal Living* magazine. Inserts considered objectionable by Publisher are not acceptable.

## digital specifications

**Preferred File Format:** Desktop applications (e.g. Quark Xpress) saved as PDF/X1a (Distilled from PostScript). LaserWriter or AdobePS driver and the DDAPv3 PPD should be used when saving the PostScript file. Only one ad per file. All of the high-resolution images and fonts must be included when the Postscript file is saved. We recommend the use of Type 1 fonts – no font substitutions are allowed. Images must be SWOP (CMYK or Grayscale) TIFF or EPS format between 200 and 400 dpi. Total area density should not exceed SWOP standard 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS files into other EPS files. Do not embed ICC Profiles within images. Do not embed OPI information in files. All required image trapping will be included in the file. The file must be Right Reading, Portrait Mode, 100% Size, No Rotations. All Spot Colors not intended to print must be converted to CMYK. Instructions for creating a PDF/X1a available at <http://www.direct2.time.com>.

### Media & Label Requirements:

▶ CD, DVD

Please label media with the following:

- Agency contact name & number
- Publication issue date

\* We DO NOT return cds. All other advertising materials will be discarded after one year from insertion unless notified.

\* All packages shipped should be marked as Magnetic Material-Do Not X-Ray.

\* A copy of the insertion order or material instructions must be included with file for reference.

**Electronic Transfer:** (E-mail not acceptable for transfer of ads). FTP instructions are available from the *Coastal Living* production department.

### Document Construction:

- ▶ Build pages to trim and extend bleed 1/8" beyond page edge on all sides.
- ▶ All high resolution images, artwork, and fonts must be included when the postscript file is written.

- ▶ Use only Type 1 fonts. Use stylized fonts only; DO NOT apply style attributes to fonts.
- ▶ All colors must be CMYK unless color will be printing as a spot color. Total area density should not exceed the SWOP standard of 300%. No RGB images allowed.
- ▶ Do not nest EPS files within other EPS files.
- ▶ All elements must be placed at 100% size. Do not rotate or crop images within Quark. This must be done in original application, i.e. Illustrator, Photoshop, etc., prior to placing.
- ▶ Place 6mm 5%, 25%, 50%, 75%, 100% CMYK patch strip on left side of document plate.
- ▶ Registration offset must be set to 30 pts.
- ▶ Bleed must be set to 0.125".
- ▶ Required trapping must be included in file.

**Proofs:** All off-press proofs must include a SWOP approved color bar to be acceptable SWOP proofs. Proofs made using digital proofing systems should use a digital control bar having similar content to the hard-dot film control bar. Type of proof/

manufacturer must be identified on proof.

This color control bar should have the following characteristics: Screened areas with rulings of 133 lines per inch with tint values of 25%, 50%, and 75% of each of the primary colors in physical proximity to a solid patch. Two-color overprints of the same 25%, 50%, 75% and solids are also recommended. Additional areas such as 1%, 2%, 3%, 5%, and 95%, 97%, 98%, 99% may be useful, especially for digital output. A gray balance bar must be included on the proof, designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions.

The three-color gray balance portion of the color bar

should have these values:	K	C	M	Y
	75%	75%	63%	63%
	50%	50%	40%	40%
	25%	25%	16%	16%

This color bar could take the form of a manufacturer's color control guide, a GCA/

GATF Proof Comparator or a GATF/SWOP Proofing Bar or their digital equivalents. An exposure control element may also be included where appropriate.

A Digital Proofing Control Bar, provided by the manufacturer, obtained from SWOP, Inc. or created in-house, must be included on all proofs, in order for them to be considered acceptable SWOP proofs. This bar should contain all the elements as described above. Gray balance should appear neutral and similar to that of a SWOP press proof and the substrate should appear similar in hue and brightness to Textweb Proofing Paper.

Digital color bars should meet all requirements for color bars continued herein.

Required SWOP color bars available as a free download at [www.swop.org/downloads.html](http://www.swop.org/downloads.html).

Need help obtaining the required proof? Please contact the *Coastal Living* Production Department at 205-445-8852.

If proper proof is not supplied, Publisher cannot be held responsible for faithful match and a Kodak Approval will be pulled at advertiser's expense of \$65.

## questions?

Please contact the *Coastal Living* Production Department at 205-445-8852.