



RSB Magazine Advertising and Editorial Guidelines

Introduction

Thank you for your interest in our publication. We appreciate the commitment and dedication of our contributors, advertisers, and volunteer staff who make “In Your Corner” a wonderful resource and encouragement to families fighting back against Parkinson’s disease throughout the world.

“In Your Corner” magazine is a 40-page, full color, quarterly magazine published by Rock Steady Boxing, Inc. (www.rocksteadyboxing.org).

Rock Steady Boxing’s mission is to empower people with Parkinson’s disease throughout the world to “fight back.”

January 2019

Advertising Guidelines

These Guidelines set forth standards that govern RSB's relationship with its advertising partners and the relationship between articles and advertising content. The overriding consideration is that RSB must maintain its editorial integrity and the trust of its readers. We believe that establishing and adhering to these Guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers. We also recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business. We will revisit and update these guidelines from time to time.

GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in Rock Steady's Boxing's publications.

- All advertising content must be clearly distinguishable from article content.
- Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations, and guidelines. While the content of advertising does not necessarily reflect the views of RSB or its editors, if it comes to the attention of RSB that an ad, in our opinion, contains demonstrably false or unlawful content, RSB will refuse or remove the ad in whole or in part. In the event that we may have to remove all or part of the ad the advertiser will be notified of this decision.
- RSB reserves the rights to reject any advertisement or article that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to RSB brand.
- RSB will decline to accept advertising or article copy if it is aware that it is misleading, inaccurate or fraudulent or makes unfair competitive claims or that fail to comply with its standards of decency.
- Advertisement or article copy may be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, is indecent, vulgar, suggestive, profane, or offensive.
- To maintain our compliance with USPS postal regulations for not-for-profit organizations, we regret that we cannot accept ads concerning insurance, travel or financial offers.

Credit

- RSB limits its responsibility for omission of ads, errors, misprints or other mistakes that may appear in advertisements to the cost of the ad. When ad is approved by advertiser or authorized agent, publisher is relieved of all responsibility in price and copy.

Advertising Terms

- RSB reserves the rights to reject any advertisement or advertiser for nonpayment of advertising.
- Payment for ads must be received within 15 days of invoice for published advertisements. If no payment is received within 30 days of the invoice, advertiser will not be allowed to run additional advertising until payment is made in full. Ads may be placed in the next issue with accepted MasterCard, Visa or Discover.

Deadline

- RSB strictly adheres to the advertising deadline due to the time needed to complete each RSB publication. No new advertising will be accepted, adjusted or manipulated after stated deadline.
- Advertiser must reserve the space by deadline to hold a space for camera ready ad.
- If advertiser supplies RSB with an advertisement after deadline it must be camera ready. Camera-ready means completed ad with no changes, sized correctly and high resolution.

2019 Deadlines: *Please be aware that it can take up to two weeks for magazines to arrive across the country.*

<u>Issue</u>	<u>Deadline</u>	<u>Release (approximate)</u>
Spring	2/15/19	3/18
Summer	4/15/19	6/18
Fall	7/15/19	9/18
Winter	10/15/19	12/18

Advertising Formats

- Logos and Artwork: RSB is not responsible for collection, design or gathering of advertisers' logo or artwork.
- Advertiser must supply any camera ready logos and artwork to RSB.
- RSB is not responsible for enhancing advertisers' digital files or resizing to match ad space purchased. If files do not match size and specs, files will be rejected and must be resubmitted.

Advertising Placement

- RSB does not guarantee advertising placement. However the layout staff will make an effort to fulfill advertiser's requests.
- Premium positions may be available and are guaranteed at the cost of a premium position.
- Ads may be submitted as PDF, EPS, TIFF, or JPEG; minimum resolution 300 dpi. We do not accept Quark, Adobe PageMaker, Microsoft Publisher, PowerPoint, or Word files. Paper proofs and existing advertisement and directory listing revisions can be e-mailed to jjohnson@rocksteadyboxing.org.

Photo Resolution for Ads

All photos must be a minimum of 300dpi, unless the file is large enough and can be manipulated to a smaller file.

PREMIUM ADVERTISING *(please check for availability)*

Inside Cover - \$1,000/issue (\$3,000/4 issues)

- Full bleed size: 8.75" x 11.25" tall
- Inside live print area: 8.5" x 11" tall

Outside Back Cover - \$750/issue (\$2,500/4 issues)

- Full bleed size: 9.225" x 8.75" tall
- Inside live print area: 8.5" x 8.125" tall

Full Page - \$700/issue (\$2,500/4 issues)

- Full bleed size: 8.75" x 11.25" tall
- Inside live print area: 8.5" x 11" tall

REGULAR ADVERTISING

Half Page Horizontal - \$450 (\$1,500/4 issues)

- Full bleed size: 8.75" wide x 5.75" tall
- Inside live print area: 8.5" wide x 5.5" tall

Half Page Vertical - \$450 (\$1,500/4 issues)

- Inside live print area: 3.55" wide x 9.75" tall

Quarter Page Vertical - \$300 (\$1,000/4 issues)

- Inside live print area: 3.55" wide x 4.875" tall

ARTICLES

These guidelines are designed to help you understand what we accept and don't accept for inclusion of an article in RSB publications. RSB reserves the right to alter your article for readability or space considerations. There will be no deliberate changes in the meaning of the text. Although every effort is made to avoid error, RSB does limit its responsibility for any errors, inaccuracies, misprints, omissions, or other mistakes in the article content.

- Deadline for articles is the same date as deadline for the RSB advertisements. Advertiser must purchase a minimum of a quarter page or larger to be eligible to have their article run in a RSB publication.
- 150 - 250 words. Longer articles may be edited.
- No logos will be included.
- Tag lines will include author's name, name of their company and author credentials.
- RSB guarantees insertion of an article in the magazines purchased by advertiser. RSB cannot guarantee placement in RSB publication not purchased by the advertiser.
- No article may appear twice in a RSB publication – new articles would be required.
- Articles must contain proper English, including proper spelling, grammar, punctuation, capitalizations and sentence structure.
- Articles must not be written as a press release, news article or be time sensitive.
- Articles must not contain self-serving or promotional content in the article body, title or summary.
- Articles must not contain negative content towards any product, company, individual or group.
- Articles must not contain profanity or pornographic materials.
- Articles must not contain illegal or overly controversial content.
- Outside Agency articles will be reviewed for approval.
- Articles that are untimely to the mail date will not be accepted. Please verify event dates and mail date prior to sending article to RSB.

For more information:

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