

SEEDSTOCK Media Policies

General policies

The Seedstock EDGE (ISSN 1079-7963) is published by the National Swine Registry (American Yorkshire Club, Hampshire Swine Registry, United Duroc Swine Registry and the American Landrace Association). Subscription rates: (U.S.) \$25/yr., \$60/3 yrs., \$60/yr. 1st class; (Foreign) \$150/yr. Office of Publication is Seedstock EDGE, 2639 Yeager Road, West Lafayette, IN 47906. Phone: 765.463.3594. Printing is by Sutherland Companies, Montezuma, Iowa. Periodicals postage paid at Lafayette, Ind., and at additional mailing offices. All unsolicited articles, letters, photographs and other contributions of any type whatsoever shall become the sole property of the Seedstock EDGE, which shall have the sole right to determine whether to publish any such contribution. The Seedstock EDGE shall have the right to edit, as it shall in its sole discretion deem appropriate, any such contribution which it publishes. The Seedstock EDGE shall have the right to refuse any photos used for promotion and advertising that show evidence of image enhancement and shall have no responsibility or obligation for the return of any such unsolicited contributions.

Camera-ready advertisement specifications

Save camera-ready files as a press-quality PDF. In this format, all fonts and images are embedded and use CMYK. All images in the file should be 300 dpi for best print quality. Each file must have 0.25 inch bleeds on each side. Send all camera-ready files to steve@nationalswine.com.

Dropped advertisement policies

To maintain the advertising integrity of the Seedstock EDGE, the late ad drop policy was developed by the NSR Executive Committee and will be upheld by the NSR Department of Marketing & Communications. If an advertiser reserves advertising space in the Seedstock EDGE, he or she has until three days after the ad deadline to recall the advertising space. If an ad is pulled after that time, the late ad drop policy will apply. On the first occurrence, the advertiser will receive a written explanation of the policy. On any following occurrences, the advertiser will be charged half the cost of the reserved ad space.

Contract advertisement policies

All contracted ads begin with the Jan./Feb./March issue of the year contracted. Contracted ads must be at least one full-page, full-color. All contract advertising **MUST** be placed within the year contracted or account adjustments will be made. Contracts **MUST** be in place before the Jan./Feb./March issue of the Seedstock EDGE – discounts will not be made retroactively. Any additional advertising above and beyond the contracted ads will be billed at the contracted rate assigned with the current year's contract.

Position page advertisement policies

Position pages will be available for purchase during the annual Position Page Auction. Advertisers who purchase a position page must run an advertisement in ALL SEVEN issues, and may not give their position page to another advertiser. If partners would like to purchase a page, that partnership must be part of a recognized joint herdmark, for billing purposes, and both logos must appear on each ad. Winning bidders agree to run a four-color, full page ad in every issue the Seedstock EDGE printed in the following year. Bidding is for the amount per issue (not per year) above the cost of a contracted full-page, four-color ad. The Premium Ad Position will be billed with regular Seedstock EDGE invoices. Position placement goes into effect with the Jan./Feb./March issue.

Advertisement placement policies

Advertisers may specify their ad placement preferences, however no guarantees regarding ad placement can be made by the Seedstock EDGE staff with the exception of Position Pages. (See position page advertisement policies)

Billing policies

Invoices will be issued and payment required at time of service. Any customers with an unpaid balance will receive a statement at the end of the month. Late fees at a periodic rate of 1.5 percent per month (which equals an annual percentage rate of 18 percent) will be charged for any unpaid balance 30 days after the statement date. Any unpaid statement greater than 60 days old will be turned over to a collection agency and reported to all credit bureaus.

Advertisement sharing policies

Any ad designed by the Seedstock EDGE team sent to another publication, at the request of the advertiser, will be charged an additional \$50 ad share fee. If the Seedstock EDGE team designs an ad specifically for another publication, the advertiser will be charged a \$150 ad design fee.