

General Policies

All advertising is subject to publisher's approval. Rates are based on digital ready material. Advertisers agree to indemnify and defend the *iowa grocer*, including its officers, employees and agents, from any and all liability for content of advertisements. No fraudulent or misleading advertising accepted.

Mechanical Requirements, Terms & Commissions

- The *iowa grocer* is printed sheet-fed offset and saddle-stitched
 - Cover and body are enamel gloss
 - Laser proofs must accompany all digital files
- Artwork preferred in electronic format (InDesign, Photoshop, Illustrator, Acrobat, QuarkXpress, PageMaker)
- Cancellation for single insertions are not accepted after space closing date
 - Cancellation of schedules will require back rate adjustment
 - Payment in full is due upon receipt of proof of publication
 - Commission – 15 percent commission to recognized agencies

Advertising Artwork

Preferred Printing Material:

Digital-ready Macintosh formatted files (PC files also acceptable upon approval)

Electronic File Specifications:

- Macintosh supported: InDesign, Photoshop, Illustrator, Acrobat, QuarkXpress, PageMaker
- PC supported: InDesign, Photoshop, Illustrator, Acrobat, QuarkXpress, PageMaker
- Include all fonts and graphics even if they are embedded
- Digital-ready artwork should be supplied at a resolution of no less than 300 dpi
- Keep all live matter on bled advertisements at least 1/4-inch from the edges of the trim on all sides
- Color or black and white proofs must accompany digital files

Acceptable Convertible Material:

Camera-ready art (including black and white slick, velox or film negatives)

- *There will be an additional charge for all materials not meeting these requirements; i.e. reduction, enlargement, halftone placement, unacceptable digital file formats such as Microsoft Publisher, Microsoft Word, Microsoft PowerPoint.*

***Advertisers will be assessed an additional redesign fee at the rate of \$100 per hour for unacceptable file formats.**

Contract and Copy Regulations

On scheduled contract, the publisher reserves the right to repeat previous advertisement when copy is not furnished by the closing date. The publisher cannot be held responsible for any claims, damages and/or expenses arising out of publishing any advertising copy.

Shipping Instructions

Send Materials to: *iowa grocer*
2540 106th Street, Suite 102
Des Moines, Iowa 50322
Phone: 515-270-2628 • Fax: 515-270-0316

Production Questions

Contact: Phillip Nicolino
Phone: 515-270-2628
Fax: 515-270-0316
E-mail: pnicolino@iowagrocers.com

Payment Policy

Advertisers and advertising agencies are jointly responsible for payment of all insertions. The Iowa Grocery Industry Association will invoice the advertising agency or advertiser immediately after publication and will send two (2) tear sheets of the publication as proof of insertion. Payment must be received within 30 days of invoice date or a finance charge of 1.5 percent will be incurred. Accounts more than 60 days delinquent are prohibited from advertising in any Iowa Grocery Industry Association publication until payment is received.

When remitting payment, include check payable to Grocers Services Company for the net total due with a copy of the invoice and mail to: