



Caring Today: 2012 Rate Card.

2012 Issues:

Spring (March) Fall (September)
Summer (June) Winter (December)

Circulation:

500,000
ABC Audited

Readership:

1,625,000*

Open Rate

Full Page 4/C	\$33,075
Full Page B/W	\$26,795
PI B/W	\$20,100
1/2 Page 4/C	\$23,745
1/2 Page B/W	\$17,950
1/3 Page 4/C	\$14,985
1/3 Page B/W	\$13,395

- No charge for bleed.
- All rates listed here are gross, commissionable at 15% to accredited agencies.
- All rates subject to change due to unscheduled circulation changes.

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General Terms & Conditions

1. Publisher reserves the right to deny fractional ads due to space configurations.
2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability even though previously acknowledged or accepted.
3. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser, or the word "Advertisement" may be placed with copy which in Publisher's opinion resembles editorial copy.
4. Changes or cancellation of orders are not accepted after closing date and none may be considered executed unless acknowledged in writing by Publisher.
5. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers).
6. All advertisements are accepted and published in the Magazine upon the representation by the agency, if any, and advertisers that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) 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) arising out of the publication of such advertisements in the Magazine, including, without limitation, those arising from 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 similar claims now known or hereafter devised or created.
7. It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
8. 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.
9. Advertiser and agency must submit written notification of any advertiser or agency claim arising out of the advertising within sixty (60) days of the submitted publication date for the advertisement. Advertiser's and agency's sole recourse, if any, against Publisher shall be in the form of an allowance or a "make-good" in the Magazine as solely determined by Publisher.
10. All insertion orders are accepted subject to provision of current rate card. Rates are subject to change upon notice from Publisher. Cancellation of space reservations for any reason (including a change in rates by the Publisher) in whole or in part by advertiser will result in adjustment to the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
11. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agency ordered and which was published.
12. No conditions other than those set forth in the rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained within this rate card.
13. Publisher is not responsible for delays in delivery and/or non-delivery in the event of acts of God, action by any governmental or quasigovernment entity, fire, acts of terrorism, blood, accidents, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any matter.
14. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions (written or oral) 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.
15. Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for based upon the terms of the schedule in force without further notice.
16. Publisher shall have the right to require payment for advertising upon such terms as Publisher sees fit prior to publication of any ordered advertisement. Publisher reserves the right to cancel the contract at any time upon default in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable. Furthermore, if there has been any default in the payment of a prior bill, or if, in the sole judgment of Publisher, credit becomes impaired, Publisher shall have the right to require payment for further advertising under this contract upon such terms as Publisher sees fit. Advertiser and agency will be held jointly and severally liable for payment to Publisher.

For more information about the power of *Caring Today*, please contact your *Caring Today* representative or Victor Imbimbo CEO/Publisher at 203.542.7200.



America's #1 Resource for Family Caregivers

www.caringtoday.com