

Copy and Contract Requirements

1. Baker & Taylor reserves the right at its absolute discretion at any time, to reject any advertisement. The advertiser and advertiser's agency (if applicable) assumes liability for all provided content of advertisements and any claims arising as a result of ads.

2. Cancellation of ads must be received before the space reservation closing date.

Submit via email to:

Brenda Larson brenda.larson@baker-taylor.com

Susan Brown susan.brown@baker-taylor.com

Russ Abrams russ.abrams@baker-taylor.com

Patty Szeplaki patty.szeplaki@baker-taylor.com

3. Advertisers who cancel an advertisement after the space reservation closing date are subject to a cancellation/closing charge of \$500, or will be responsible for the full insertion cost if the ad is canceled on or after the due date.

4. Baker & Taylor cannot guarantee advertising space for advertising material arriving after the published Materials Due Date.

5. Advertising space prices are based on artwork for ads provided as per our specifications. Ads requiring artwork adjustments or conversion to digital art by Baker & Taylor will be surcharged.

6. First-time advertisers must remit full payment for advertising space by the Materials Due Date. All the invoices for advertising space or production surcharges have regular invoice terms of Net 30 Days unless prior payment arrangements are in place.

7. All advertising, except covers and preferred position, is ROP ("Right of Placement") by Baker & Taylor. Location of advertising is integrated with editorial content and design, and is at the discretion of Baker & Taylor.

8. Baker & Taylor reserves the right to include its own company materials as an Insert, Onsert or Blow-in, in addition to any advertisers' materials.

9. Advertisers can request special placement for an Insert, but Baker & Taylor reserves the right to position it between print signatures if necessary. If the publication is poly-bagged, the mailing label is positioned on the outside back of the clear polybag and covers a small area of the Onsert.

10. When advertiser provides final artwork as digital artwork, Baker & Taylor is responsible for color, copy and design reproduction only as designated on the artwork. We cannot be responsible for errors of omission or content.

11. Payment will automatically be deducted from publisher invoices. All notification invoices will be accompanied by the appropriate tearsheets and or proof-of-performance. Deductions will be initiated within 30-60 days of notification date. Publishers cannot forward credit memos or other forms of reimbursement unless there is a prior agreement noting otherwise.

12. Agency Commission: Recognized advertising agencies are eligible for 15% off gross billing on space and position.

13. All above policies are strictly enforced.

14. Publication mail dates indicated in this brochure are approximate and are subject to change.

15. Discrepancy Claims: All discrepancy claims or backup paperwork requests against any Advertising Space Sales billings must be submitted **within six months of the original invoice date**. Any requests for claims submitted after six months will not be honored. **Please send discrepancy claims information to:**

Baker & Taylor
Sue Voigt/Libby Posing
Advertising Space Sales/AR
501 S. Gladiolus Street
Mokenca, IL 60954-1977
815-802-2468/815-802-2254
spaces@baker-taylor.com